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Accelerate Case Review with More Relevant Data and At-a-Glance Visibility

When Something Just Doesn't Look Right

Manual transaction reviews are a fact of life for e-commerce retailers. New account openings, disparities between bill-to- and ship-to addresses, purchasing patterns disrupted by pandemic—any number of things can trigger a review. When ensuring that the person behind a transaction is who they say they are, reviewers need more data and additional context to make the right decision.

More Data, Less Time

More—and more relevant—data delivers a more comprehensive picture of the customer. Customers only provide the account data they want you to have. There usually is far more data associated with a person, such as mobile phone numbers, email addresses, and social media usernames, that can help you verify an identity.

However, online searches are time-consuming. Corroborating offline and online data can be difficult. Reviewers need data to be easily available so they can make decisions faster and say "yes" more often. Customers rely on Pipl to achieve unprecedented international match rates, investigate high-risk categories of digital merchandise, and reduce manual review time by more than 50%.

See More Relevant Data in One Place

Multiple Data Sources Increase Accountability

Collect and Catalog Source Data

Accelerate Decision Speed

Pipl for E-commerce

Pipl is the world's leading provider of online identities. Fraud and e-commerce professionals use Pipl identity verification to fight fraud, reduce customer insult, and confidently approve, deny, or escalate transactions.

As a powerful search engine, Pipl collects, corroborates, and connects online identifiers from publicly available information sources across 150 countries. Individual identity records validate and display connections between people and data—giving reviewers an accurate picture of the person behind the transaction in seconds. Our search index includes more than 3 billion identities with email addresses, social media usernames, and mobile phone numbers.

Pipl's graphic interface provides at-a-glance visibility into data points, their connections, and level of confidence.

See more relevant data in one place

Uncover information that individuals don't self-report to credit bureaus and other official sources, such as additional phone numbers, email addresses, global connections, and social media usernames. A single-person match delivers a rich online identity profile with high confidence. View a history—not just a snapshot— of a person of interest. Understand connections between individuals and locations. Dig deeper into underlying detail with a click.

Multiple data sources increase accountability

Pipl's global reach includes data from hundreds of offline and public data sources. As a global search engine, Pipl automatically connects and verifies multiple identity elements from multiple sources. Choose phone-to-physical address connections; phone-to-email connections; or other combinations as needed.

Collect and Catalog Source Data

Having a trusted data source is almost as important as the data itself. Pipl provides the original data sources for each identity element. Each source is displayed on a data card, with first-seen/last-seen timestamps for reporting transparency.

Accelerate decision speed

Consolidated data saves time and accelerates decisions. Visual representation of identity elements, connections, and confidence levels between them provides at-a-glance insight. Trusted, relevant data enables you to trust what you see.

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