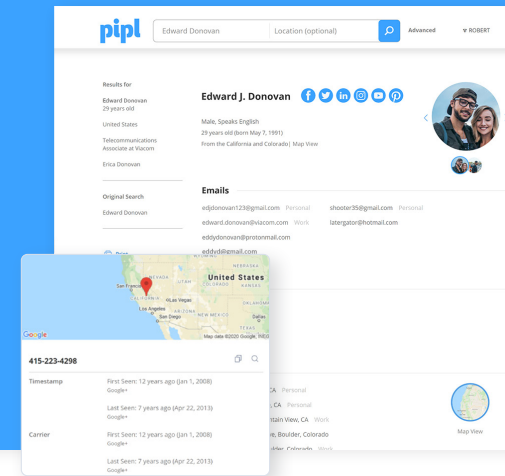# pipl

Pipl SEARCH **Tips & Best Practices**

Pipl is the online identity information company, and our index of over 3 billion online identities delivers unmatched global, email, mobile phone and social coverage.

1 Search with anything, find everything.

Perform a Basic search by starting with as little as a phone number, a social media handle, a name, or an email address. If you have additional information about a person, click on the Advanced link to the right of the Basic search window. This allows the Identity Resolution Engine to make a greater number of connections and perform a more precise search.

2 Use Pipl SEARCH like it's a search engine, not a static database.

Pipl is a search engine that pulls data from a huge index including data from the web and both proprietary and exclusive sources compiled over more than 15 years. That means that it's possible to uncover more information as people's online identities evolve.

3 Use dual monitors or have multiple windows open.

Much of the information in a Pipl online identity is clickable. Open links in a new window to simultaneously view multiple online identities, social media accounts, and other information.

4 Expand your search by clicking on information on the search results page.

This launches additional searches based upon that particular piece of information.

5 Utilize smart filters in the search results.

If your search pulled up multiple people rather than a specific online identity, you can narrow down the options by filtering by age range, location, etc.

6 Investigate possibly related results.

Results often contain two kinds of items—those that have a high match confidence along with sufficiently robust data to comprise a useful online identity, and those with a lower confidence and/or insufficient data to qualify as a complete online identity. Of course you'll want to start with the high-confidence results, but you may find alternate identities and additional details in the Possibly Related results. Possibly Related Social is a feature found in the Social section of an identity that reveals social usernames that may be related to the identity being viewed.

pipl.com

7 Order of relevance.

Information in each section is listed in order of its statistical likelihood of being relevant. In the case of phone numbers, mobile phone numbers typically precede landlines. This allows the end-user to know where to begin if additional investigation is required

8 Drag & drop social media URLs.

For more precise social-media searching, you can drag and drop social media URLs directly into the search box. This allows for quick and easy unmasking of unique usernames and social-media aliases.

9 View source information.

Hover the mouse over a particular line item to reveal the source of that data. You can also scroll down to the Sources section for additional information.

10 Print to PDF to share results.

The complete online identity will be included in the PDF, along with a timestamp at the bottom for audit trails and compliance.

11 Street-address searches.

When searching by street address (available on the Advanced search interface), be sure to include a directional indicator such as "W. Main Street" versus simply Main Street, where applicable. By failing to include a directional indicator, information may be missed.

12 Connect multiple identities with one search.

When searching for connections and associations rather than a particular individual, enter multiple names in the Advanced search interface.