Digital Identity Threat Intelligence

Use the power of online behavioral analytics to protect users from account compromise and identity fraud while empowering smarter, more accurate security decisions.

Product Overview

Gain An Edge Against Fraud

Deduce Identity Insights creates an actionable understanding of a user's digital activity, arming businesses and organizations with a unique tool to detect and stop online fraud in real-time.

Account Opening Fraud / New Registration

Augment existing fraud or KYC solutions with digital insights to stop fraudsters from impersonating compromised user identities.

Account Takeover Detection

Detect and respond to irregular or anomalous user activity, bolstering defenses and stopping Account Takeover in its tracks.

Actionable Identity Intelligence

When users interact online, they create a unique digital fingerprint which characterizes typical patterns of behavior. The networks, devices, geographies, and even times of day all factor into our unique understanding of account identity.

Account Anomalies

Measure deviations against known and expected account interactions.

Network Intelligence

Detect anomalous and suspicious network types and activity.

Device Metrics

Identify suspicious changes in device type and parameters.

Geolocation

Assess a user's point of origination.

User Classification

Determine risk and treatment based on typical user behavior.
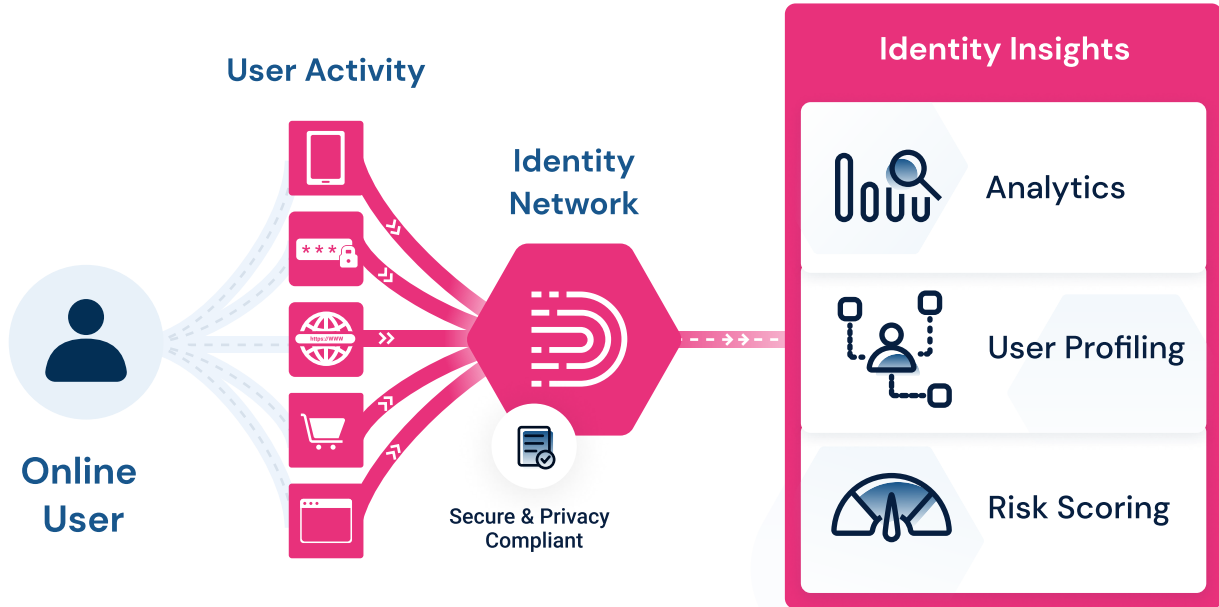
Risk Signals

Discover risk signals and indicators based on historical activity.

Protect Your Users. Be Their Hero.

Deduce prevents unauthorized account access, data leakage, and identity fraud. Using a comprehensive consumer data network of **150,000 websites, over 400M U.S. identity profiles, 100+ attributes tracked and producing over 1B daily events.** We empower organizations to harness the collective power of identity-based threat intelligence and cybersecurity.
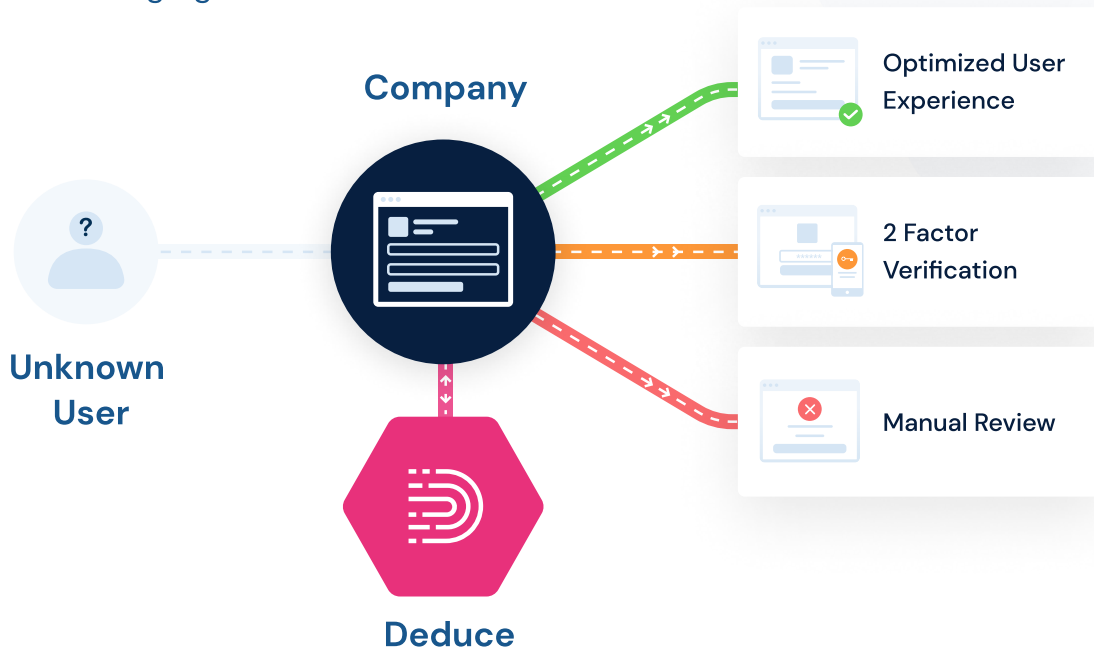
How Does It Work?

Powered by our Identity Network, Deduce Identity Insights evaluates online user activity to deliver realtime analytics, profiling, and scoring from billions of daily user interactions.

User Activity

Identity Network

Identity Insights

Analytics

User Profiling

Risk Scoring

Online User

Secure & Privacy Compliant

Organizations use Identity Insights to assess risk about unknown accounts, protect good users, and block malicious activity across public endpoints and digital interactions.

Use Case: Protecting Against Account Takeover

Company

Optimized User Experience

2 Factor Verification

Manual Review

Unknown User

Deduce

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How Is It Used?

Email & IP Match / Last Seen / Frequency

For an EMAIL + IP combination, determine when the account was last seen on that network and the number of instances that were observed over time.

How to use it : verify the validity and stability of a given account against an IP.

Email & IP Rank / Popularity

For an EMAIL + IP combination, determine the number of unique associations and the rank of the given association.

How to use it : establish EMAIL to IP match and popularity to build trust or assess risk.

Email / IP Frequency

For an EMAIL or IP, return the number of observances across multiple time periods.

How to use it : ramp up defenses when recent deviations in account activity are observed.

Geo–Location

For an IP, return the country, state, city, and time zone along with risk such as impossible travel.

How to use it : personalize, score risk, or validate data against localization inputs.

Network Intelligence

For an IP, assess the type of network, classification, and common risk factors such as proxy, tor, or datacenter addresses across the expected connection points for that individual.

How to use it : treat suspicious network types as high risk.

Device Intelligence

For a given Device, determine validity across platform, OS, browser data and compare for suspicious activity against previously observed interactions.

How to use it : exhibit caution with older devices, downgrades, or low stability.

Get a Demo

Contact us today at info@deduce.com to book a demo!