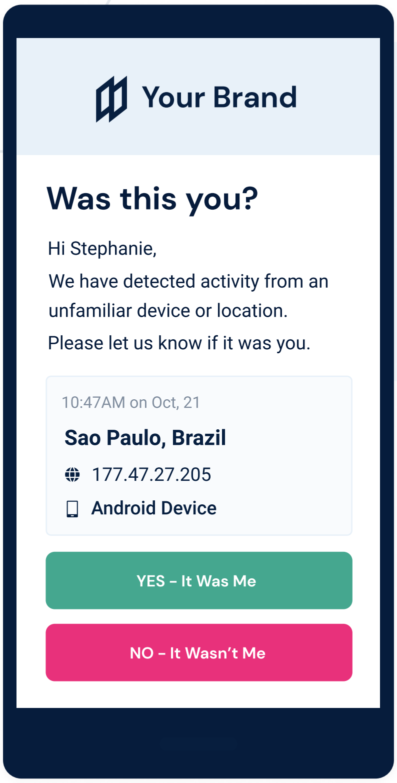
DEDUCE

New Device & Location Alerts

Notify users of suspicious login activity, based on device or geolocation data, to identify account compromise and mitigate fraud before damage occurs.



Your Brand

Was this you?

Hi Stephanie,

We have detected activity from an unfamiliar device or location.

Please let us know if it was you.

10:47AM on Oct, 21

Sao Paulo, Brazil

177.47.27.205

Android Device

Deduce Customer Alerts

is a quick, easy to deploy solution which empowers users to fight against account compromise; significantly reducing instances of fraud, associated remediation costs, regulatory fines, and reputational damage.

- ✓ Proactive threat detection
- ✓ Continious feedback and visibility
- ✓ No login friction
- ✓ Simple API Implementation
- ✓ Branded and customizable
- ✓ Fully managed and maintained
- ✓ Reduces technical debt and maintenance
- ✓ Builds user trust and confidence

An Industry Leading Best Practice

Empower users with an additional layer of security already used by some of the leading brands and technology companies in the world.

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 driving over 1B daily events** we empower organizations to harness the collective power of identity-based threat intelligence and cybersecurity.

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Technical Brief

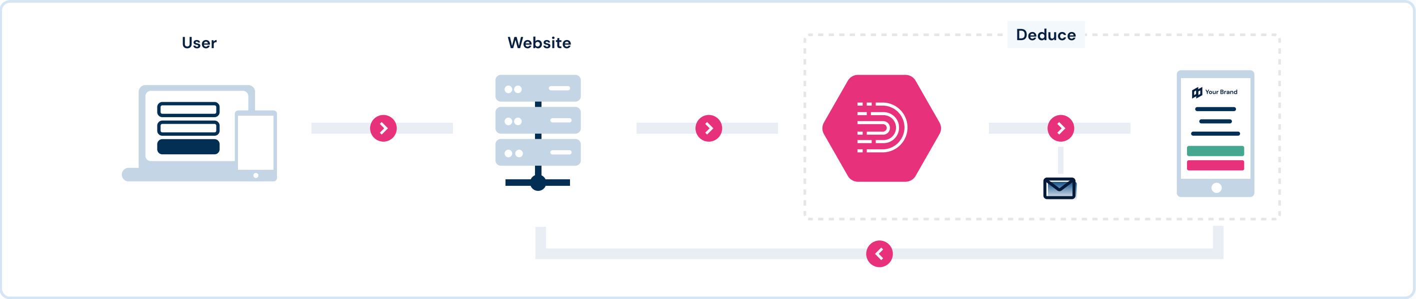
Deduce Customer Alerts

is a quick, easy to deploy, end-to-end solution for sending email notifications and empowering users to fight against account compromise.

How Does it Work?

Customer Alerts integrates into a website's existing authentication flow. During user authentication, our server-to-server API receives the user's Email, IP, and Device ID for evaluation. Using device and geolocation intelligence, Customer Alerts identifies suspicious authentications and sends user notifications for verification.

Upon receiving an alert, a user has the option to verify their login (or confirm a potential compromise) allowing companies to mitigate security threats in real-time before damage occurs.



Benefits

- The world's market leaders send customer alerts - now you can too!
- The last line of defense – detect account compromise before it's too late.
- Real-time customer security feedback – automate defenses and stop breaches in their tracks.
- Simple and easy to deploy – a single API request makes it fast to integrate.
- Branded and customizable – create a unique fully branded template.
- Uses our proprietary rules engine – determine when and how to send alerts.
- Increase user trust and retention – nearly half of all customers who abandon online transactions do so due to a lack of visible security.
- Fully managed solution – we manage everything so you don't have to. Keep technical debt from accruing and your developers focused on what matters most.

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Integration Requirements

The following code sample illustrates a typical API request:

- ✓ A single server-to-server API request; including the user’s Email, IP and Device ID (optional) for evaluation, along with any callback parameters.
- ✓ Callback URLs to support the user’s journey on click.
- ✓ DNS record updates; setting DKIM / SPF / CNAME records for email delivery.
- ✓ An email template for notification.

API Request

The following code sample illustrates a typical API request:

```
json https post {
        site,                              // Deduce provided Site ID
        apikey,                            // Deduce provided API Key
        testmode,                          // Flag for setting test mode for QA

        email,                             // Client’s email address
        ip,                                // Client’s IP
        device_id,                         // Client’s IDFA/AAID/Fingerprint/Token/Device ID
        user_agent,                        // Client’s UserAgent
        reference_id,                      // Optional. Callback URL reference ID
        nonce,                             // Optional. Callback URL crypto nonce

         custom => {
              key: value,                  // Variables used for constructing a personalized
                                           // email notification
        }
}
```

API Response

The Customer Alerts API responds with a standard HTTP response code [200 OK] upon success. The API can be called asynchronously along with other methods.

API Security

All data is transmitted with our server-to-server API over HTTPS >TLS 1.2 and encrypted with AES-256 at rest. We use an industry leading data center to manage our infrastructure.

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Frequently Asked Questions

How do I secure user accounts?

Most businesses secure user accounts by allowing users to self-remediate by redirecting users to a password reset page when a compromise is detected. In some circumstances, other actions may also be taken to provide a degree of automation such as revoking active sessions or alerting an internal fraud team to investigate. Our solution is fully customizable to work with any workflow, including webhooks for notification.

Is this a form of Multi-Factor Authentication?

Customer Alerts is not intended to replace MFA. A customer alert is sent after authentication and offers a frictionless experience. Some websites also send alerts as secondary measures in risk-based authentication flows for lower risk users.

What if I don't have a Device ID available?

Alerts are triggered based on the user's IP geolocation and/or Device ID. We recommend using both parameters to maximize security. Our engineering team can also provide guidance on creating a device identifier if one is not available.

How do you determine when to send an alert?

An email alert is sent whenever a user authenticates from a new device or an unknown location. Companies can set thresholds to determine alerting frequency and sensitivity.

Is the email notification customizable?

Yes. Email notifications are fully customizable. You can use one of our industry best practice templates or your own. We also allow dynamic variables to be set for personalization and will help validate email templates.

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The Threat From ATO Cyberattacks Is Costly

$200 - $250
Loss per user compromised

0.50%
Typical attack success rate

$3.13
In remediation costs for every dollar lost

Without Alerts Losses For **500,000 Users** Could Exceed

$2.5M USD

Building In-house Is Expensive

Initial Cost	**$75,000**
Project Scope & Requirements 1 PM + 1 Product, 2 weeks	**$12,500**
Initial Build 1 PM + 2 Dev + 1 QA, 6 weeks	**$62,500**

Initial Cost	**$13,500**
Annual Maintenance 1 Dev + 1 QA, 2 weeks	**$12,500**
Annual storage, design, and email delivery costs	**$62,500**

Calculated as PM (120k), Product (180k), Dev (150k), QA (80k)

VS

Deduce Saves Time & Money

DEDUCE

Tier	Login	Price
1	25,000	$200/mo
2	250,000	$750/mo
3	1,000,000	$2,000/mo
4	ENTERPRISE	

Get Started Today!

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