GEOCOMPLY

Next-level Location Intelligence to Stop Online Fraud

Providers of anti-fraud solutions face immense pressure on two fronts:

1. Merchants who require new solutions to address emerging fraud risks, such as returns abuse and click and collect (BOPIS) fraud.

2. Change to a new financial model, in which solution providers assume liability for merchants' fraud costs up to a certain amount.

To protect their merchants and reduce their liability, providers need to enrich their current solutions with fresh insights – such as identifying a customer's true location and detecting the use of location spoofing methods. GeoComply's unique approach to collecting, verifying and analyzing location data brings a new set of insights for fraud and risk management, so you can:

Increase protection against account takeovers, with no user friction.	**Augment existing risk engines with accurate location data.**	**Amplify your VPN and proxy detection with the industry's gold-standard IP database.**

Location intelligence: the heart of effective anti-fraud solutions

Device

Location Intelligence

Identity

✓ **Verify the true location of a user or a device.**

✓ **Detect location spoofing methods.**

3 billion +
analyzed transactions
per year, and growing

400 million +
installed devices
worldwide

96.6%
accuracy in VPN
detection

GeoComply Enhances Fraud Protection for Your Merchants

Use Case	How GeoComply Helps	Benefit
Customer authorization and onboarding	• Identify the use of high-risk VPNs, fraudulent IP addresses and other location spoofing methods. • Verify a customer's true location as part of their digital identity – from onboarding to updating user credentials.	• Increase authorization rates for legitimate customers. • Improve security for merchants' customer accounts. • Help prevent account takeovers and account update fraud.
Credit card payment fraud	• Identify the use of high-risk VPNs, fraudulent IP addresses and other location spoofing methods. • Request customer location data and check its accuracy during a payment transaction for potentially high-risk customers.	• Preempt fraud by identifying high-risk customers before a transaction is sent for authorization. • Reduce false positives. • Use location and device signals to enrich community data and detect collusion leading to fraud.
Click & collect (BOPIS)	• Use location and device checks at pick-up to improve the customer experience. • Analyze historical geolocation transactions to detect and flag abnormal behavior and fraud indicators, such as location jumping.	• Help merchants ensure the product is delivered to the right person. • Reduce chargebacks from customers who claim they never received the goods.
Returns abuse	• Accurately identify the location of returns abusers.	• Reduce merchant costs associated with returns abuse. • Identify and block customers who repeatedly return items.

GeoComply's Location Fraud Detection Solutions

RISK**GUARD**

Enhance existing risk models with accurate location data

Improve customer identification and fraud detection with verified location data.

Learn more

GEO**GUARD**

The only VPN and proxy detection solution with 99.6% accuracy

Stop location fraud against the most advanced location spoofing methods.

Learn more

About GeoComply

Founded in 2011, GeoComply provides fraud prevention and cybersecurity solutions that detect location fraud and help verify a user's true digital identity. Our award-winning products include geolocation fraud detection solutions for the iGaming, media and entertainment, and financial services industries. Our list of global customers includes Sightline Payments, Amazon Prime Video, BBC, Akamai, DraftKings, FanDuel and MGM.

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