

## Next-level Location Intelligence to Stop Online Fraud

From account takeovers to returns abuse, fraud is a huge problem for online retailers. Without knowing an end user's true location, you're missing a key piece of data to determine if you're transacting with a legitimate customer or a fraudster.

To help you onboard more legitimate customers and stop bad actors, GeoComply offers next-level location intelligence. Our 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 Helps Solve Your Fraud Challenges

Use Case	How GeoComply Helps	Benefit
Customer authorization and onboarding	<ul style="list-style-type: none"><li>Identify the use of high-risk VPNs, fraudulent IP addresses and other location spoofing methods.</li><li>Verify a customer's true location as part of their digital identity – from onboarding to updating user credentials.</li></ul>	<ul style="list-style-type: none"><li>Increase authorization rates for legitimate customers.</li><li>Improve security for your customers' accounts.</li><li>Help prevent account takeovers and account update fraud.</li></ul>
Credit card payment fraud	<ul style="list-style-type: none"><li>Identify the use of high-risk VPNs, fraudulent IP addresses and other location spoofing methods.</li><li>Request customer location data and check its accuracy during a payment transaction for potentially high-risk customers.</li></ul>	<ul style="list-style-type: none"><li>Preempt fraud by identifying high-risk customers before a transaction is sent for authorization.</li><li>Reduce false positives.</li></ul>
Click & collect (BOPIS)	<ul style="list-style-type: none"><li>Use location and device checks at pick-up to improve the customer experience.</li><li>Analyze historical geolocation transactions to detect and flag abnormal behavior and fraud indicators, such as location jumping.</li></ul>	<ul style="list-style-type: none"><li>Ensure the product is delivered to the right person.</li><li>Reduce chargebacks from customers who claim they never received the goods.</li></ul>
Returns abuse	<ul style="list-style-type: none"><li>Accurately identify the location of returns abusers.</li></ul>	<ul style="list-style-type: none"><li>Reduce costs associated with returns abuse.</li><li>Identify and block customers who repeatedly return items.</li></ul>

## GeoComply's Location Fraud Detection Solutions



### RISKGUARD

#### Enhance existing risk models with accurate location data

Improve customer identification and fraud detection with verified location data.

[Learn more](#)



### GEOGUARD

#### 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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