



Identity Confidence

Keep fraudsters out, let consumers in, delight them with frictionless experience and grow your business

Neustar's Identity Confidence is a next generation real-time capability to seamlessly and instantly authenticate a consumer's digital identity.

While recent data breaches have heightened the need for fraud prevention measures, companies also need to provide a frictionless experience to consumers online and via mobile and not create a chilling effect.

The Neustar Identity Confidence solution is API-based and utilizes the full power of Neustar's unmatched, real-time OneID® system, which continuously corroborates, verifies and appends consumer identifiers, attributes and information. In milliseconds, the consumer's digital identity is authenticated or the fraudster is detected and fraud prevented.

This is why more companies are reaching out to Neustar and quickly integrating our next generation API-based solution seamlessly, and why we are continuing to receive industry recognition.

When a consumer interacts with you online or via mobile:

- Do you know with precision that it is the consumer and not a fraudster?
- Are your fraud prevention measures allowing a frictionless experience for your consumers?
- Are you using next generation digital identity authentication that is demonstrably growing your online or mobile business?

If you answered NO to any of the above, you need Neustar's Identity Confidence solution.

Neustar’s Identity Confidence solution enables identifying and authenticating a consumer with a 360-degree view of the consumer by assessing linkages between name, mobile phone, physical address, email and other attributes, identifiers and consumer information with an unmatched level of precision and is used by hundreds of companies in various sectors ranging from financial services, insurance, retail, telecommunications, healthcare, utilities, and others.

Neustar’s Identity Confidence solution can be utilized by clients for the following use cases, online or via mobile, among others:



Account opening



Password resets



Filling out forms to sign up for a service or file a complaint



Purchase goods



Request for products or services



Log in to perform transactions

Neustar is Your Fraud Prevention Partner

Neustar’s Identity Confidence is the industry’s leading digital identity authentication solution. This is why VISA® has selected Neustar as its digital identity partner for its ID Intelligence ecosystem, recognizing Neustar’s Identity Confidence solution that authenticates a consumer’s digital identity instantly and without friction.

VISA’s ID Intelligence is a platform that allows issuers, acquirers and merchants to quickly adopt emerging authentication technologies and create more secure and convenient ways for consumers to shop, pay and bank on their connected devices. VISA ID Intelligence offers a curated selection of leading third-party authentication technologies with simple integration.

Attain optimal risk mitigation with Neustar’s Identity Confidence. Prevent fraud, while delighting your consumers, and grow your business.

For more information, contact us at **1-855-898-0036** or email risk@neustar.biz.