

Top Ten Reasons to Choose iovation

For device-based fraud protection, iovation is the authority. We help you minimize fraud loss, protect your good customers, and expose the bad ones. Check out these ten reasons why iovation is your preferred partner for fighting fraud and abuse.

01 Cybercriminals exposed. Our innovative approach to fraud prevention allows you to identify the computers that criminals use to steal from your business. With our device reputation service, you will know if a device has visited your site before and whether or not it has a history of fraud or abuse that matters to you.

02 Customized to your business. The service is designed to be individually configured, so you gain control over transactions and activities that you correlate with high risk. You can choose which locations to integrate our service at and customize your own business rules—giving you ultimate control over how people interact with your site.

03 Automation you can trust. Because our real-time service utilizes fact-based reputation monitoring, our false positive rates are essentially zero. This gives you more confidence in the decisioning process so you spend less time conducting costly reviews.

04 Third-party validation. Our quality service has been validated by credible, third-party sources such as Forrester Consulting and financial backers Intel Capital, European Founders and SAP Ventures, as well as partners from top-notch technology companies, resellers, and platform providers.

05 Complements existing tools. Incorporating device reputation into your fraud prevention process helps you catch more fraud more often and experience uplift from your existing tools. Placing iovation at the front-end can reduce the need for subsequent and costly checks.

06 Rapid implementation. From start to finish, iovation will work with you to fully integrate the service—a process that typically takes a week to less than a month. We make our code available in multiple formats and provide you with a full test environment.

07 World's largest device-based fraud database. As a subscriber, you benefit from access to the largest fraud database of device intelligence that exists, gathered from billions of online transactions. iovation has been leveraging device recognition with fraud and abuse histories, to establish reputations longer than anyone in the industry.

08 Personalized customer care. Our attentive client services team is here for you. You will have a dedicated implementation manager, integration engineer and client manager—all available to help you gain the most from the service.

09 Admin for forensic analysis. We provide the data you need for further investigation. In addition to receiving daily reports, you have access to an admin interface where you can drill down to view specific transaction, account or device details and uncover hidden associations.

10 The service pays for itself. Many of our subscribers experience a dramatic reduction in their fraud losses—as high as 95%. Our service not only pays for itself, it offers remarkable returns. One Fortune 100 company generated a 321% ROI during its first year, and most subscribers see identifiable returns as early as the first month.