

# IP Intelligence Data Family Overview

Neustar IP Intelligence data family, which consists of UltraGeoPoint and UltraReputation, is the authoritative source of IP decisioning data on 99.99%\* of IP addresses worldwide. IP Intelligence is powered by a proprietary global data collection network using patented advanced algorithms and is curated by a team of Network Geography Analysts (NGAs). If a decision is made to deliver digital media to a user, block access to a site or content or tag an IP address with a history of fraud or risk, customers can be sure that decision will be made using the most comprehensive IP geolocation, ownership, routing and reputation data available in the market.

## Superior IP Decisioning Data

### UltraGeoPoint

For each IP address, we collect and maintain up to 40\*\* attributes including continent, country, state, city, postal/zip, latitude/longitude, phone prefix/area code, time zone, and DMA and MSA codes.

However, geographic information may not be sufficient for our customers' needs, so Neustar UltraGeoPoint also includes network metadata data, such as connection type (DSL, cable, etc.), connection speed, IP routing type (e.g. proxy, mobile gateway), hosting facility data, Autonomous System Number (ASN), carrier name, registering organization, domain information, and NAICS/IDIC codes (if available). Most importantly, UltraGeoPoint can tell you whether or not the IP address in question is associated with an Anonymizer or Proxy, which may indicate further investigation of that address. In addition, UltraGeoPoint assigns a Confidence Factor to four key geographic fields – Country, State, City, and Postal Code for additional robustness when developing rulesets.

Industry Leaders  
Depend on Neustar



## UltraReputation

In an era when fraudsters can hide their actual location and use stolen credentials to make online purchases, or malicious actors can unleash “botnets” and “Zombies” to perform distributed denial-of-service attacks (DDoS attack), steal data or send spam, UltraReputation is the first line of insight for businesses to differentiate real-user traffic from “non-human” traffic.

UltraReputation provides you with two scores that provide deep insight into the risk associated with a specific IP address:

- 1. Real User Score** – Score between 1 and 5. The higher the number, the more likely the traffic is “non-human”.
- 2. Risk Score** – Score between 1 and 100. The higher the number, the more likely the IP address has been associated with risky activity.

UltraReputation provides a clear view of the relative risk associated with an IP address and whether it’s coming from a known or anonymous source. This is the power you need to effectively identify and block risky actors from accessing your online network infrastructure. And if you are using UltraGeoPoint data to target delivery of streaming media, UltraReputation helps you mitigate risk by ensuring you are delivering your premium content to your paying subscribers, and blocking access to non-human or risky connections that may be attempting to pirate your content.

## How Our Customers Use IP Intelligence

IP Intelligence data provides geolocation and risk insight to meet the wide variety of IP decisioning needs within an organization. Examples include:

### Deliver OTT Content and Streaming Media

Identify the location of an IP address to accurately and securely deliver streaming media to subscribers while enforcing content and licensing restrictions.

### Identify and Mitigate Security Threats

IP geolocation and risk data helps cyber security and threat intelligence teams assess potential threats to the network infrastructure and corporate assets.

### Prevent Fraud

Identify where an IP is located and how it is connecting to the internet so you can identify your good customers in real time, while putting the brakes on access from risky or unknown IP addresses.

### Restrict Access to Websites and Assets

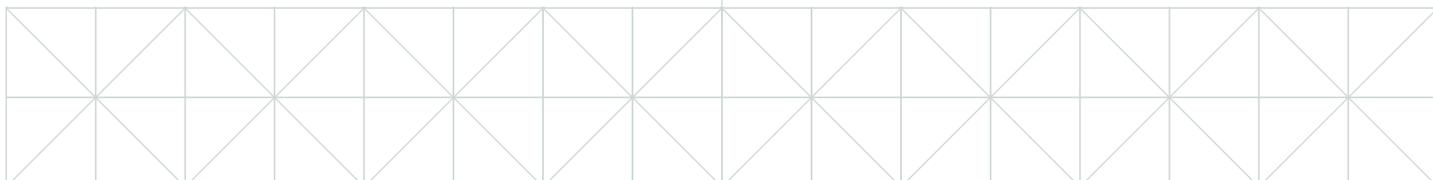
Stay in compliance with regulatory and/or gaming and gambling mandates by “geo-fencing” to block access from IP addresses coming from specific high-risk or prohibited regions or countries.

### Improve Customer Experience

Recognize returning customers and reduce the need for costly, high friction identity verification or secondary authentication processes.

### Accurately and Securely Deliver Targeted Offers

Use UltraGeoPoint data to target and deliver offers customized by educational institution or type of organization.



## The Proprietary Science Behind IP Intelligence

### Proprietary Global Data Collection Network

As opposed to competitors who merely scrape registry data, we collect IP data from numerous countries across 5 continents and incorporate trusted partner data from countries with mobile networks. Updates to our data are made around the clock. The amount of data collected, the variety of sources we access, and the data “freshness” ensures that the IP decisioning data from Neustar is as current and accurate as possible.

### Advanced Refinement and Processing

Our patented proprietary technologies and algorithms ensure complete and accurate data collection and mapping on every routable IP address across the globe. By augmenting our IP geolocation data with insights derived from our partners and customers, we produce superior, granular city-level data down to postal codes (US). This granularity and insight provides you with tremendous ruleset flexibility.

### Valuable Insights

We provide IP insights on more than 40 attributes – including DMA, city, state, or country of origin, whether it’s routed through an anonymous proxy, and its risk and reputation – so you get the critical information you need to determine if an IP presents unacceptable risk to your business. In addition to deep insight into IPv4, we also provide geolocation data on IPv6\* allocated addresses.

### Verified by a Team of Network Geography Analysts

Automation alone cannot map the Internet – deep understanding by experts who speak the language of IP Intelligence is necessary. We complement our advanced technology with a team of experts in the field who know how to decode patterns and match corresponding data, providing you with the highest quality decisioning data available.

### Trusted Processes

Our proven processes, and the reliability of our closed loop continuous feedback methodology is second to none. By using our unique feedback process, we receive direct feedback from our customers about any changes they are seeing regarding an IP address, its attributes or connection type. These updates are continuously added to our UltraGeoPoint database providing you with even deeper and more accurate insight into routable IP addresses worldwide.

# UltraGeoPoint Data Packages

Our UltraGeoPoint data packages have been created to make it easy for you to select the foundational location decisioning data you need – while giving you an easy way to add insight as your data needs change. With over 40 data fields, and global insight into both IPv4 and IPv6\*\* addresses, look no further than Neustar UltraGeoPoint to support your IP decisioning data needs.

## Location Packages

(select one)

### Location Basics

Continent
Country
Country Code
Country Confidence Factor

### Location Advanced

Continent
Country
Country Code
Country Confidence Factor
Region
State
State Code
State Confidence Factor
City
City Confidence Factor
Postal Code
Postal Code Confidence Factor
Location Radius Consistency Factor
Latitude, Longitude
Time Zone, Area Code
DMA/MSA
Geonames ID
Connection Type
Line Speed
IP Routing Type

## Details Packages

(select one or both)

### Proxy Details

Anonymizer Status
Proxy Last Detected
Proxy Type
Proxy Level
Hosting Facility
IP Routing Type

### Org Details

Autonomous System Number (ASN)
Second Level Domain (SLD)
Top Level Domain (TLD)
Registering Organization
Carrier
Home Indicator
Organization Type
NAICS/ISIC Code

## DELIVERY OPTIONS

UltraGeoPoint data is delivered in one of three ways to meet your specific needs:

- 1 Neustar cloud-based solution**
- 2 On-premise server hosted at your facility**
- 3 Data file download**

Both the on-premise and Neustar hosted solutions feature a RESTful API interface.

Distributed API Gateway locations meet your performance needs:

US (West Coast)  
US (East Coast)  
Europe (Ireland)

Data can be provided in either daily or weekly updates.

## Dedicated, Personalized Support You Can Count On

Unlike competitors who don't accept support requests via phone, Neustar has a team of dedicated pre- and post-integration professionals available either by phone or email, to assist you with your questions.

To learn more, visit [www.security.neustar](http://www.security.neustar)

\*IPv4 routable IP addresses

\*\*Not all fields available for IPv6 addresses