



New Insights in UltraGeoPoint

Additional Attributes Add Value to Neustar IP Decisioning Data

Neustar has introduced two important data enhancements in [UltraGeoPoint](#), the authoritative source of global IP geolocation, ownership and connection data.

Organizations rely on UltraGeoPoint data to gain [instantaneous, independent insights into website or network visitors](#), based only on the IP address of their connected device. These geolocation decisioning insights help them reduce fraud and ensure regulatory and licensing compliance while delivering a better and more personalized customer experience.

Now UltraGeoPoint is even more valuable, with additional insights incorporated into the data available for IP addresses:

- **VPN Service Name** enables organizations to gain more granular insights into different VPN services by naming the specific service whenever a visitor connects through one
- **Corporate Proxy** provides greater clarity around IPs with high volumes of traffic by identifying IP addresses used by businesses to aggregate traffic to and from a corporate network

These enhancements demonstrate our commitment to constantly improving the value and utility of UltraGeoPoint decisioning data – and ensuring it remains the standard of excellence in IP decisioning data.

DATA YOU CAN TRUST

Neustar has invested significant resources to create and continually improve the leading database for IP decisioning data:

- **Universal.** Covers 99.99% of all routable IPv4 and IPv6 addresses
- **Global.** Supported by an active, worldwide data collection network
- **Curated.** Overseen by a specialized, experienced team of Network Geography Analysts
- **Current.** Continually refreshed to ensure up-to-date insights
- **Tested.** Informed by more than a decade of continuous refinement
- **Privacy-friendly.** Compliant with all global data privacy regulations

Our Data, Your Way

Your organization can access UltraGeoPoint data three different ways to meet your needs and support your digital infrastructure:

1. Neustar cloud-based solution (RESTful API interface)
2. On-premise server hosted at your facility (RESTful API interface)
3. Data file download (.CSV)

Data can be updated on a daily or weekly basis.

Essential Information

UltraGeoPoint delivers important data about each visitor – registered or unregistered, known or unknown:

- **Location**, including continent, country, state, city, postal code (where available), and latitude and longitude
- **Confidence factors** quantifying the probable accuracy of location data
- **IP routing type** identifying how the device is connected to the Internet
- **Anonymizer information**, including proxy type and level
- **Registering organization**, including TLD, SLD and type

More Insights from the Leader in IP Geolocation Decisioning Data

From a user's location to information about how they connect to the Internet and your digital assets, UltraGeoPoint delivers critical IP insights, instantaneously. With two new data insights now available, this important service is even more valuable.

VPN Service Name

About: This is a new field added to the data related to anonymizers. UltraGeoPoint already identifies anonymizing connections as either public or private, and further classifies private anonymizers by type (VPN service, Tor, CGI proxy). Now private VPN services will be identified by name. The data is currently available only through our data file delivery method.

Use Cases: This data will help organizations learn how users of different VPN services behave. Fraud prevention and security teams will be able to gain a more nuanced understanding of the threats and threat levels associated with specific VPNs, and incorporate their findings in decisioning models. Some VPN connections that were blocked could be whitelisted, for example, while users of other services may remain or become blocked or be flagged.

Corporate Proxy

About: This is a new value for the current data field of IP routing type, which identifies the type of connection between the user's device and the Internet (fixed, mobile gateway, satellite, etc.). It will identify IP addresses being used by an edge node or nexus point for traffic entering and exiting a corporate or business network.

Use Cases: This data will help organizations avoid blocking legitimate traffic due to false positives. Traffic from high-volume IPs is often blocked or flagged as suspicious, and corporate proxy IPs typically have very high traffic volumes. Threat teams can use this new value to whitelist traffic from high-volume corporate proxies. The data can also provide better information about observed traffic patterns and network behavior.

LEARN MORE

Learn how your organization can benefit from Neustar UltraGeoPoint IP decisioning data. Contact us for more information.

Email: security@team.neustar

Call: +1 855-898-0036 (US) | +44 1784 448444 (UK)