



## What is a Deep Link?

A Deep Link consists of using a hyperlink that links to a specific, generally searchable or indexed, piece of web content (e.g. <http://example.com/path/page>), rather than the home page (e.g. <http://example.com/>).

For Pro Insight manual review, this provides a simple, direct way for our customers to easily access Identity Review results and autofill all inputs by clicking a link. Deep Links save time, are easy to implement, and eliminate the need to copy and paste a customer’s name, address(es), phone(s), IP address, and email address into multiple search windows; there’s no need to fill out any search forms.

Deep links are available via direct partner Integrations and platform extensions and are configurable into any platform with the deep link builder or custom development work.

## How to Create a Deep Link

To create a deep link, you’ll need to create a URL with the proper syntax which points to an individual’s details from your CRM, fraud platform, or eCommerce backend system. The sample below shows where the inputs should be in the URL. Here is a properly formatted link (with invalid information): [Link](#)

```
https://app.ekata.com/identity_reviews?billing_name=<insert_billing_name>&billing_address_street_line_1=<insert_billing_address_street_line_1>&billing_address_city=<insert_billing_address_city>&billing_address_state_code=<insert_billing_address_state_code>&billing_address_postal_code=<insert_billing_address_postal_code>&billing_address_country_code=<insert_billing_address_country_code>&billing_phone=<insert_billing_phone>&shipping_name=<insert_shipping_name>&shipping_address_street_line_1=<insert_shipping_address_street_line_1>&shipping_address_city=<insert_shipping_address_city>&shipping_address_state_code=<insert_shipping_address_state_code>&shipping_address_postal_code=<insert_shipping_address_postal_code>&shipping_address_country_code=<insert_shipping_address_country_code>&shipping_phone=<insert_shipping_phone>&ip_address=<insert_ip_address>&email_address=<insert_email_address>&transaction_id=<insert_transaction_ID>
```

The screenshot and table below show an example of an Identity Review result and the input descriptions.



### Kevin Garvey

Phone	Primary address	Secondary address	Email	IP address
+1 (645) 555-0197	6 Vanderdonck St Apt 305 Mapleton, NY 14094 United States	Nora Durst 2342 Evie Lane Ste 1600 Mapleton, NY 14094 United States	kgarvs4pres@gmail.com <a href="#">View email details</a>	42.231.61.548

# Syntax Library

(API Documentation: [Link](#))

PARAMETERS	DESCRIPTION	EXAMPLE
billing_name	The full name of the person.	Kevin Garvey
shipping_name	The full name of the person.	Nora Durst
billing_address_street_line_1	The first line of the <i>street</i> part in the structured address.	6 Vanderdonck St
billing_address_street_line_2	The second line of the <i>street</i> part in the structured address.	Apt 305
billing_address_city	The name of the city in the structured address.	Mapleton
billing_address_postal_code	The postal code of the structured address.	14094
billing_address_state_code	The state code of the structured address.	NY
billing_address_country_code	The ISO-3166 alpha-2 country code of the address. See <a href="#">ISO-3166</a>	US
shipping_address_street_line_1	The first line of the <i>street</i> part in the structured address.	2342 Evie Lane
shipping_address_street_line_2	The second line of the <i>street</i> part in the structured address.	Ste 1600
shipping_address_city	The name of the city in the structured address.	Mapleton
shipping_address_postal_code	The postal code of the structured address.	14094
shipping_address_state_code	The state code of the structured address.	NY
shipping_address_country_code	The ISO-3166 alpha-2 country code of the address. See <a href="#">ISO-3166</a>	US
billing_phone	The phone number in E. 164 or local format. The default country calling code is +1 (US).	6455550197
billing_phone_country_hint	The ISO-3166 alpha-2 country code of the phone. See <a href="#">ISO-3166</a>	US
shipping_phone	The phone number in E. 164 or local format. The default country calling code is +1 (US).	6455550197
shipping_phone_country_hint	The ISO-3166 alpha-2 country code of the phone. See <a href="#">ISO-3166</a>	US
email_address	The email address of the person.	kgarvs4pres@gmail.com
ip_address	The IP address associated with the transaction <IPv4 or IPv6>.	42.231.61.548
transaction_id	The identifier associated with the transaction.	123456789