Marketplace Onboarding Solutions

REDUCE FRICTION AND INCREASE SIGN-UPS

Ekata provides risk solutions to help build trust and safety in marketplace platforms with real-time, global data to accelerate the onboarding experience. Our low-latency, high-scalability APIs reduce friction and account risk including: promotion abuse, fake account creation, transaction risk, and offline risk. We apply pattern recognition, predictive analytics, and machine learning to the five core consumer attributes of email, phone, person, physical address, and IP to deliver unparalleled coverage and accuracy.

PROBLEM
Grow trust and safety in your marketplace

SOLUTION
Leverage identity data built for marketplace risk models to expedite quality onboardings on your platform

REDUCE ONBOARDING FRICTION

DECREASE FRAUD AND FAKE ACCOUNTS

ELIMINATE PROMOTION ABUSE
# Ekata’s Data Dictionary

## UNDERSTAND THE MEANINGS OF OUR DATA ATTRIBUTES

### NAME DATA ATTRIBUTES

**NAME**
Includes first, middle, and last names, plus salutation and suffix if available.

**GENDER**
Indicates whether the person is male or female.

**AGE RANGE**
Provides a five-year range for individuals over 18 years of age.

**RELATED PEOPLE**
Lists household members and individuals associated with a person.

**CURRENT & HISTORIC LOCATION**
Provides current and past address data, including start and end dates for each address.

**PRIMARY LINK TO SECONDARY**
Indicates if there is a link between the primary name and the secondary address.

**LINKED TO ADDRESSES**
Indicates how long the person has been associated with the primary and/or secondary address.

**LINKED TO PHONE NUMBERS**
Indicates how long the person has been associated with the primary and secondary phone numbers.

### EMAIL ADDRESS ATTRIBUTES

**DISPOSABLE EMAIL**
Determines whether an email address is on a disposable email service.

**FIRST SEEN**
Shows the time frame for which we can confirm the email address’s existence.

**REGISTERED NAME**
Match the user’s reported name to email’s registered name.

**VALID STATUS**
Indicates whether the email address is real.

**DOMAIN CREATION DATE**
Date when the email domain was created.

**AGE RANGE**
Returns the registered owner’s age range.

**PHYSICAL ADDRESS**
Indicates the physical address of the person associated with the email address.

### IP ADDRESS ATTRIBUTES

**PHYSICAL LOCATION**
Includes current street address, unit, city, state, zip +4, and county.

**LAT/LONG**
Provides the GPS coordinates of the address.

**USAGE TYPE**
Indicates whether the address is business or residential.

**DELIVERY TYPE**
Indicates whether the address is a P.O. Box, single unit, multi-unit, or commercial mail drop.

**DISTANCE BETWEEN PRIMARY AND SECONDARY ADDRESS**
Shows distance between primary and secondary address. Longer distance is riskier.

**AGE RANGE**
Returns the registered owner’s age range.

### PHONE NUMBER ATTRIBUTES

**PHONE OWNER**
Indicates who the phone is currently associated with.

**LINE TYPE**
Indicates whether a number is a landline, mobile, fixed or non-fixed VoIP (including Google Voice or Skype), a premium number, a toll-free number, or voicemail only service.

**CARRIER**
Indicates the company providing service to the associated number, including hard-to-identify carriers such as Boost, Metro PCS, and TracFone.

**ASSOCIATED PEOPLE**
Provides a list of relatives and people in the same household.

**ASSOCIATED LOCATIONS**
Provides the geographic location of the line or line owner, with specificity varying by line type.

**COUNTRY CODE**
Identifies the nation that the number is associated with.

**“IS VALID” FLAG**
Indicates whether the phone number is a real phone number with a valid area code.

**“IS PREPAID” FLAG**
Indicates whether a mobile number is part of a prepaid service plan.

**“IS COMMERCIAL” FLAG**
Indicates whether a number is associated with a business.

**AGE RANGE**
Returns the subscriber’s age range.

### PHONE REPUTATION ATTRIBUTES

**REPUTATION LEVEL**
A 1-4 score on the likelihood of the number being spammy.

**VOLUME SCORE**
A 1-4 score on how active the phone number has been making/receiving calls and sms.

**TYPE**
Type of behavior associated with this phone. Values are ‘NotSpamType’, ‘NuisanceType’, ‘MixedType’, ‘RiskType’, ‘UnrecognizedType’, or ‘UncertainType’.

**CATEGORY**
Category of spam/risk associated with the phone.

**REPORT COUNT**
Number of reports we have received on this phone number being spam/risky from sources including Ekata apps, government bodies, and law enforcement.

### ADDRESS ATTRIBUTES

**PHYSICAL LOCATION**
Includes current street address, unit, city, state, zip +4, and county.

**LAT/LONG**
Provides the GPS coordinates of the address.

**USAGE TYPE**
Indicates whether the address is business or residential.

**DELIVERY TYPE**
Indicates whether the address is a P.O. Box, single unit, multi-unit, or commercial mail drop.

**DISTANCE BETWEEN PRIMARY AND SECONDARY ADDRESS**
Shows distance between primary and secondary address. Longer distance is riskier.

**AGE RANGE**
Returns the registered owner’s age range.

**TOTAL ASSESSED VALUE**
Shows the current total tax assessed value of the property.

**CURRENT OWNER NAME & AGE RANGE**
Returns the owner of the property’s full name and age range.

**“IS FORWARDER” FLAG**
Indicates whether an address is performing freight forwarding or reshipping services.

## MARKETPLACE ONBOARDING

ekata.com  /  linking digital identity back to humanity