Address Risk API

VALIDATE AND ASSESS THE RISK OF ANY ADDRESS IN THE WORLD, IN FRACTIONS OF A SECOND

Designed to provide rich metadata and risk signals around any given address, Address Risk API is built to help you improve your fraud model or rules system. In under 100ms, Address Risk API returns a concise response to help you isolate a specific address and assess if it is high or low risk.

FEATURES

TRANSACTION-LEVEL INTELLIGENCE
Signals derived from Identity Network manifests patterns into how that address has been previously used online

EASY INTEGRATION
Allows for easy, flexible, and reliable integrations into your systems

LOW LATENCY
Delivered by our elite cloud-based infrastructure in under 100ms

GLOBAL COVERAGE
Unparalleled coverage and accuracy and reliable data for addresses in 249 countries and territories around the world

BENEFITS

FOCUSED ON ADDRESS RISK
Use risk signals and insights directly related to a specific address (over a combination of various elements)

OPTIMIZE CUSTOMER WORKFLOWS
Assess the risk of an address early on in your interactions with customers and add friction to risky user experiences

VALIDATE ANY GLOBAL ADDRESS
Verify the validity of an address to a specific level such as street or unit number and reduce undeliverable addresses

REDUCE BRAND AND OPERATIONAL COSTS
Eliminate the high costs of bad and risky addresses: order reprocessing, shipping correction surcharges, and loss of customer loyalty

EKATA

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```
     {
1      "id": "Location.88e44955-805c-455a-99d.....
2      "validity_level": "valid_to_street",
3      "street_line_1": "1301 5th Ave Ste 1600",
4      "street_line_2": null,
5      "city": "Seattle",
6      "postal_code": "98101",
7      "zip4": null,
8      "state_code": "WA",
9      "country_code": "US",
10     "lat_long": {
11        "latitude": 47.608624,
12        "longitude": -122.334442,
13        "accuracy": "Neighborhood"}
14     "last_seen_days": -2,
15     "first_seen_days": -150,
16     "popularity": 2,
17     "velocity": 5,
18     "volatility": 20,
```

1. **UUID** - Unique identifier for a specific address

2. **validity_level** - Validity of an address

3. **street_line_1** - Normalized street_line_1

4. **street_line_2** - Normalized street_line_2

5. **city** - Normalized city name

6. **postal_code** - Normalized postal code

7. **zip4** - Normalized zip code

8. **state_code** - Normalized state/province

9. **country_code** - Normalized country code

10. **lat_long** - Geocoordinate category name

11. **latitude** - Latitude of an address

12. **longitude** - Longitude of an address

13. **accuracy** - level of accuracy of geocoordinates

14. **last_seen_days** - Count for number of days an address is last seen in the Identity Network

15. **first_seen_days** - Count for number of days an address is first seen in the Identity Network

16. **popularity** - Count for how many merchants an address is used at within the Identity Network in the last 90 days

17. **velocity** - Count for how many times an address is seen in the Ekata Identity Network in the last 90 days

18. **volatility** - Count for how many other elements are used with an address in the Identity Network in the last 90 days

The Ekata Identity Engine is proprietary, intellectual property that uses data from (1) an authoritative global data source (the Ekata Identity Graph); and (2) transaction data provided by customers to surface patterns across identity elements (the Ekata Identity Network). With powerful machine learning technology, Ekata produces an ever-expanding suite of APIs and SaaS solution to detect fraud, validate identity, and provide valuable insight about potential customers.

The Ekata Identity Engine constantly grows with the evolving fraud landscape, to help your business survive by stamping out fraud, delivering new insights around five core identity elements, name, phone, email, address, and IP, and moving your business towards making more informed decisions about your customers.

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