SEON

INSIGHTS INTO EVERY INTERACTION ORDER ACCOUNT USER OPPORTUNITY

PAYMENT FRAUD • FAKE ACCOUNTS • ACCOUNT TAKEOVER (ATO) • CHARGEBACKS
MANUAL REVIEW • FRIENDLY FRAUD • FRAUD RINGS • BOT ATTACKS • SYNTHETIC ID
MULTI-ACCOUNTING • AML • TRANSACTION MONITORING • BONUS ABUSE

SEON.IO/DEMO

**Fraud Detection & Prevention
for Any Online Business** 🗂️

Old world tools are not fit for a digital generation

**Risk tech
not checking
live, real-time
data**

**Complex
integrations,
multi-year,
expensive
contracts**

**Rigid rules,
no transparency
over how the
AI works**

**Too much friction
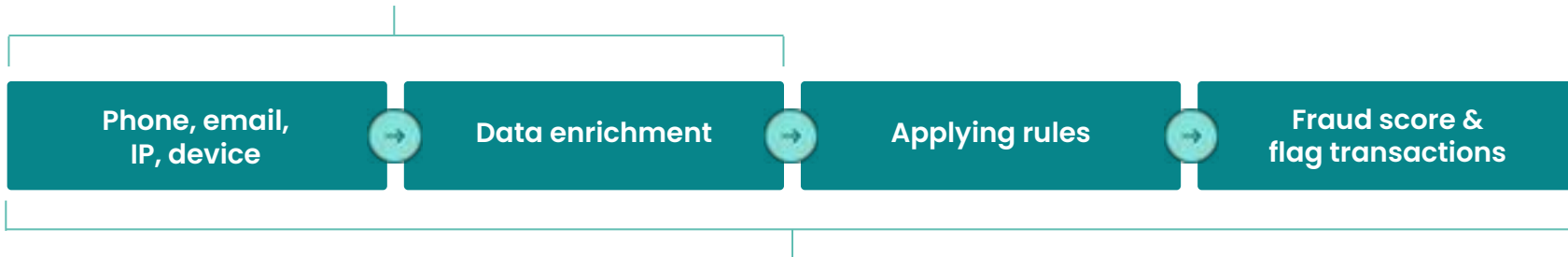for a real-time
customer
experience**

End-to-end fraud prevention using real-time, digital footprint data

Social media, digital and device footprint

One API call using phone, email, IP to deliver **real-time insights** into every interaction, order, account, buyer, transaction, opportunity.

| Phone, email, IP, device | → | Data enrichment | → | Applying rules | → | Fraud score & flag transactions |

Powered by AI & Machine Learning

Intelligent risk scoring **adapt hourly** to how different businesses evaluate risk. Because **every business deals with risk differently.**

Results in one API call,
checking 35+ social & digital data points in real-time.

DEVICE FINGERPRINTING – B05CD80E2097C50901B09
3 customers using same device

138.201.46.125 – IP ADDRESS
Proxy detected

EMAIL ADDRESS
Social media presence

CUSTOMER BEHAVIOUR
Spent more than 2000 EUR in 1 hour

CREDIT CARD DETAILS – 4822 91 **** 3124**
Country of origin: Germany

CUSTOMEREMAIL@MAIL.COM – EMAIL ADDRESS
Free provider

PHONE NUMBER
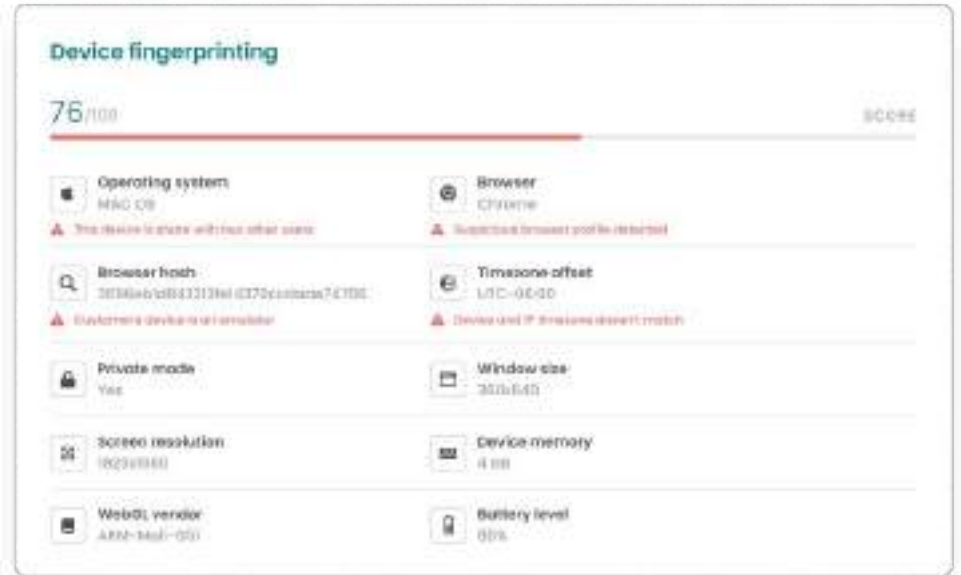Social media presence

Device Fingerprinting

We modernize device fingerprinting to track even more data points including new tools used by fraud rings.

Discover invisible device settings that identify unnoticeable, large-scale bot attacks.

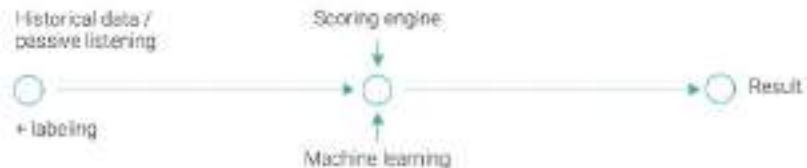Detect multi-accounting with the ability to see users sharing the same devices.

Unusual software and hardware settings we track:
- Browsers specifically designed to get around existing fraud solutions
- Privacy browsers, suspicious, browsers, browser spoofing
- Anti-fingerprinting extensions
- Automation or testing tools
- Virtual machine environments, emulators

Machine Learning

SEON's algorithm is based on industry and geographic insights.
Fully transparent AI & Machine Learning suggests new rules based
On your business to help you identify fraud quicker.
Because we know every business deals with risk differently.

Flexible ways to use SEON

	CHROME EXTENSION	PHONE API	EMAIL API	IP API	FRAUD API	JS & SDK	ADMIN PANEL
SOCIAL & DIGITAL LOOKUP	✔	✔	✔		✔		✔
DATA ENRICHMENT	✔	✔	✔	✔	✔		✔
DEVICE FINGERPRINTING					✔	✔	✔
DEFAULT RISK SCORING	✔	✔	✔	✔	✔	✔	✔
DEFAULT RULES	✔	✔	✔	✔	✔	✔	✔
CUSTOM RULES & CUSTOM RISK SCORING[1]	✔	✔	✔	✔	✔	✔	✔
DASHBOARD FOR CONNECTIONS, PATTERNS & ANALYTICS							✔

RISK SCORING ENGINE POWERED BY AI & MACHINE LEARNING

CHROME EXTENSION
1-click no-code install. One-click to lookup any email, phone, IP and social media.

JS & SDK
Install Device Fingerprinting using JS for web or SDKs for iOS & Android.

FLEXIBLE APIs
Suite of APIs built in a modular way as microservices. Pick and mix based on your business needs.

Enable specific algorithms at login, checkout or signup, and prevent abuse at the earliest point possible.

ADMIN PANEL
User-friendly, web based, login from anywhere. Dashboard reporting, visual overview of every interaction. See historical activity for every customer. Get visibility into workflows and simplifies collaboration.

[1] **Custom Rules and Custom Risk Scoring** are set and configured via the Admin Panel.

APIs, JS & SDKs for easy integration

EMAIL API
Email lookup with open data from social media networks.
Email API Docs.

PHONE API
Phone number lookup with open data from social media networks. Phone API Docs.

IP API
Detects fake, harmful and suspicious IPs as well as proxies, TORs and VPNs. IP API Docs.

FRAUD API
Contains our Email, Phone, IP APIs and Device Fingerprinting module. Fully flexible, so you can choose to enable or disable each API. Fraud API Docs.

LABEL API
Send feedback by labelling transactions as legitimate or fraudulent via a PUT request. This refines our algorithm for further accuracy and adapts it to your business. Label API Docs.

LISTS API
Blacklist, whitelist or reset any Fraud API request and response parameter, with a comment and expiration using a PUT request. Lists API Docs.

SELF EXCLUSION API
For iGaming operators who need self exclusion. This API uses email, phone, full name, date of birth, user country, user zip data fields. Exclude users with a PUT request, and send a DELETE request to reverse the exclusion. Self Exclusion API Docs.

ERASE API
Under GDPR, data controllers and processors are obliged to delete all personal data upon request. Easily erase all data related to one or multiple users by providing email or user IDs. Erase API Docs.

EMAIL VERIFICATION API
Easily verify if an email address is valid using a fast SMTP-MX check. Email Verification API Docs.

JAVASCRIPT
For websites and web apps. Send your payload back via our Fraud API. JavaScript Docs.

iOS SDK
For iOS apps. iOS SDK Docs.

ANDROID SDK
For Android apps. Android SDK Docs.

Making it easy for everyone to fight fraud

DAY 1 VALUE

30 days free trial,
no credit card required,
just get started.
No support or setup fees.
Pay as you go pricing.
You'll quickly know
if it's right for you.

PICK & MIX

Flexible, micro services
that let you pick & mix.
Use only what you need.
Seamlessly connect &
enhance your existing
risk tech. Or use as a
standalone solution.

COMPLIANT & CERTIFIED

We take security &
privacy seriously. We
are ISO27001 certified,
the highest security
standard for risk tech &
are GDPR compliant.

FRAUD EXPERTS

Designed by fraud industry
experts. Customer
success by ex-fraud
managers.
We know your pains & how
to fix it. Bring intelligence
to your entire risk ops.

Used by >5,000 ambitious FinTech brands

afterpay◇   Revolut   PATREON   ∩Ubank   Grab   ⋊ kindred

Backed by investors & founders of the biggest names in FinTech

CREANDUM   N26   tide.   sumup°

iZettle   Comply Advantage   onfido

★★★★⯪

"Superb fraud protection for little money"

SEON enables us to automatically publish 80% of our transactions online with a precision of 99.5%. The UI is done in a way to create new fraud rules quickly and also to see the potential impact of them. Integration into our system was a matter of 1 week. The onboarding of SEON was superb. They always took time when we had questions. They also regularly assess our performance and come up with improvement suggestions.

Jul 30, 2021

★★★★⯪

"Reliable and intuitive platform that helps in effective risk prevention"

SEON is a reliable and intuitive platform that helps effectively prevent risk and enhances the risk prevention process. It has excellent features like login authentication, customer behavior analytics with great customization in creating multiple rules. It is easy to use and a cloud-based platform that is easily accessible from any device. SEON dashboard comes with a friendly interface with numerous featured tools that help to protect from fraudsters. Overall it is well suited for our organization, and I highly recommend it.

Oct 28, 2021

Thank you.

Insights into every
interactionorderaccountbuyertransactionplayeropportunity

Stop fraud before it happens with unbeatable speed, scale, depth and breadth.
Uniquely combining open data from digital and social media, phone, email, IP and device lookups in real-time.
Giving you accuracy and a true picture of what a real person looks like today.

Intelligent risk scoring with AI and machine learning adapt hourly to how different businesses evaluate risk.
You get full visibility and complete control of how AI decisions are made.

Make it hard for fraudsters to beat.
Uncover fraud patterns and discover revenue opportunities.

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