

Product Sheet

Zumigo Email Intelligence and Risk Assessment for Fraud Prevention

Zumigo Assure Risk Assessment for email returns information on the email's validity plus other information to assess the risk associated with the email. Calculated in real-time using details such as domain name risk, and consumer name and address*, Zumigo's Email Trust Score allows businesses to approve transactions with confidence and prevent fraud.

Consumer email addresses are a core risk identifier because it is still the most popular credential used for digital sign-up/sign-in engagement and transactions. The network effect of the insights associated with the email address – for example, shared transaction history – creates a robust view of the identity behind the email address.

Used together with the mobile phone risk trust scores from Zumigo Assure Risk Assessment, the name associated with the email address can be verified against the name associated with the mobile phone number on file for additional confidence.

** For U.S. only*

With a single API, businesses can connect to Zumigo platform for the following features to easily validate the consumer's email address:

Feature	Description
Email Validity Check	<ul style="list-style-type: none">• Verify the format and syntax of the email address• Identify whether the email exists
Domain Validity Assessment	<ul style="list-style-type: none">• Check the legitimacy and existence of the email domain, including whether it's a corporate domain and the country it's registered in• Validate the domain's reputation and authenticity• Provide risk level of the domain and domain country
Email Assessment and Details	<ul style="list-style-type: none">• Record the date and time when the email address was first and last identified or encountered in the Zumigo system• Calculate the tenure of an email account in days since its creation in Zumigo's system.• Provide insights into the frequency and volume of email-related requests over the last 7 days• Utilize matching algorithms to assess the coherence between the email address and the given name and address*• Count the total number of social media friends of the person associated with the email address on social media sites• Determine and retrieve details regarding the company and industry linked to the email address• Identify and categorize various types of fraudulent activities related to an email address• Flag the last time the email was reported as fraud
Email Trust Score	<ul style="list-style-type: none">• Employ machine learning to compute the numerical trust value; a trust score of 80 or higher is considered trustworthy• Provide a risk indicator to signal the risk level associated with the email address

About Zumigo

Zumigo is on the frontline of digital identity verification that helps the world's largest enterprises protect transactions, devices and accounts. With a multi-layer approach, Zumigo validates users against a unique identity intelligence network that spans global carrier providers, authoritative third-party data sources, and payment information. **Learn more at www.zumigo.com.**