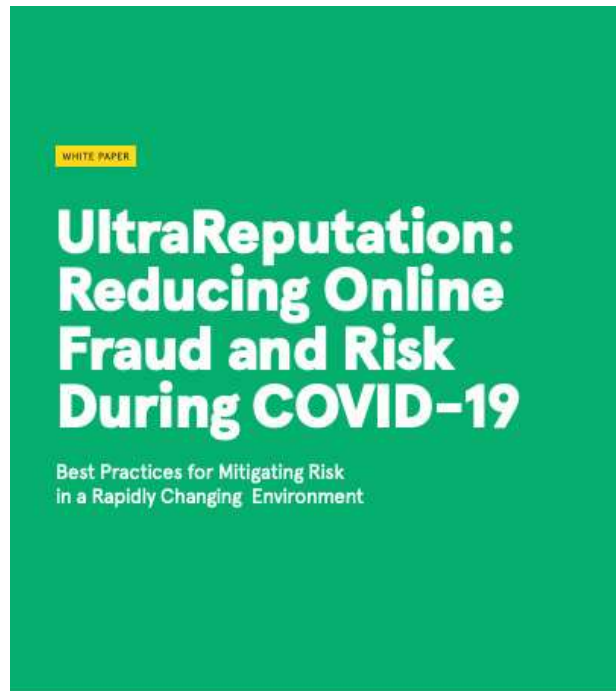# UltraReputation: Reducing Online Fraud and Risk During Covid-19

As the costs of online fraud continue to rise, along with the volume, sophistication and ingenuity of the attacks, IT security teams have responded with a range of tools and techniques to curb fraud. Online businesses need a cost-effective, reliable, non-intrusive tool that will quickly identify traffic that may be non-human and quantify the risk it represents, while integrating easily into a comprehensive fraud and security management platform. This white paper describes the information and insight sharing that UltraReputation data from Neustar can provide your business, as well as the data at its foundation. It also details how you can leverage it to support your efforts in the following areas:

- Registration and Authentication Fraud Prevention
- Online Transaction Fraud Prevention
- Active Threat Prevention
- Click Fraud and Ad Fraud Prevention

Read this report to understand the latest trends in DDoS attacks and what you need to anticipate in order to protect your organization.