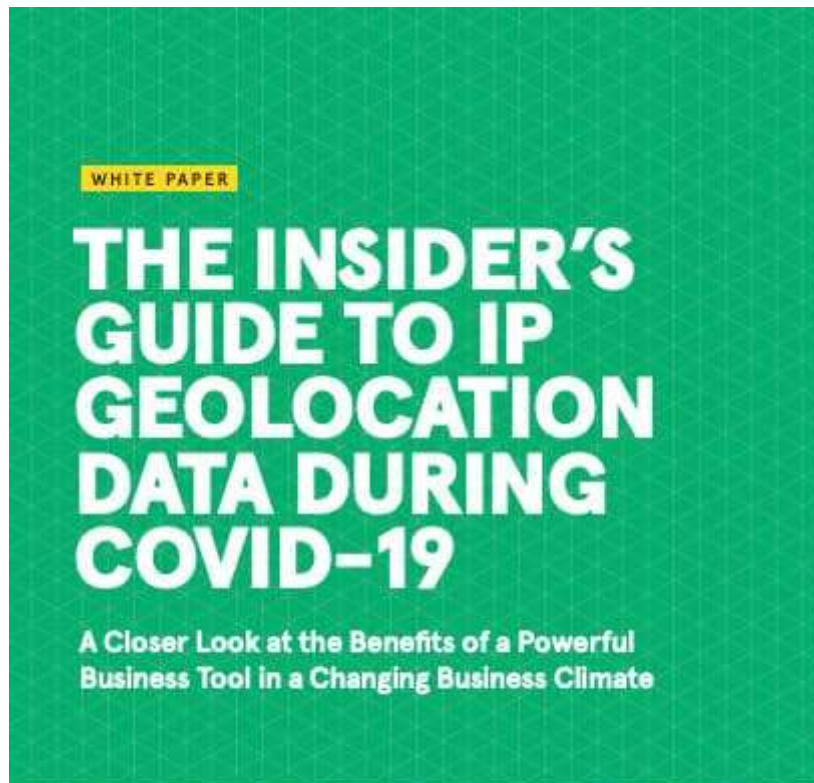


The Insider's Guide to IP Geolocation Data During Covid 19



neustar

IP geolocation data delivers foundational decisioning insights that power critical business applications in multiple industries, every hour of every day. Never has this insight been more important than during the current global pandemic since experts predict that 25-30% of the workforce will be working from home through 2021. Understanding geolocation data and what it can help you accomplish is essential to the success of your online business—both today and in the future. As a market leader in geolocation decisioning data, our goal is to help our users better understand the value of this data – and the capabilities and challenges they may rarely think about – to ensure they are getting the greatest possible value in their online business. This white paper presents the insights and information you need to better understand the uses

of IP geolocation decisioning data as well as its unique value during COVID-19:

- How work from home mandates during the pandemic are driving the need for accurate location insights
- How the growth in demand for streaming media and OTT content distribution (e.g. the launch of Disney+) is driving the need for accurate geolocation data and the ability to detect password sharing
- How anonymous proxy detection is more important than ever as the bad guys also have more time on their hands (e.g. fraud is projected to increase)