



SEON

FIGHTING FRAUD,
PROTECTING ONLINE
BUSINESSES.

**E/M-
COMMERCE
SALES
REACHED \$1.7
TRILLION IN
2015**

SOURCE: DIVANTE BUSINESS
SERVICES

\$30
BILLIO
N
LOST

2014

0.68%

Revenue loss



2015

1.32%

Revenue loss

GROWTH IN FRAUD ACROSS INDUSTRIES



163%

Total Fraud



254%

Digital Goods



108%

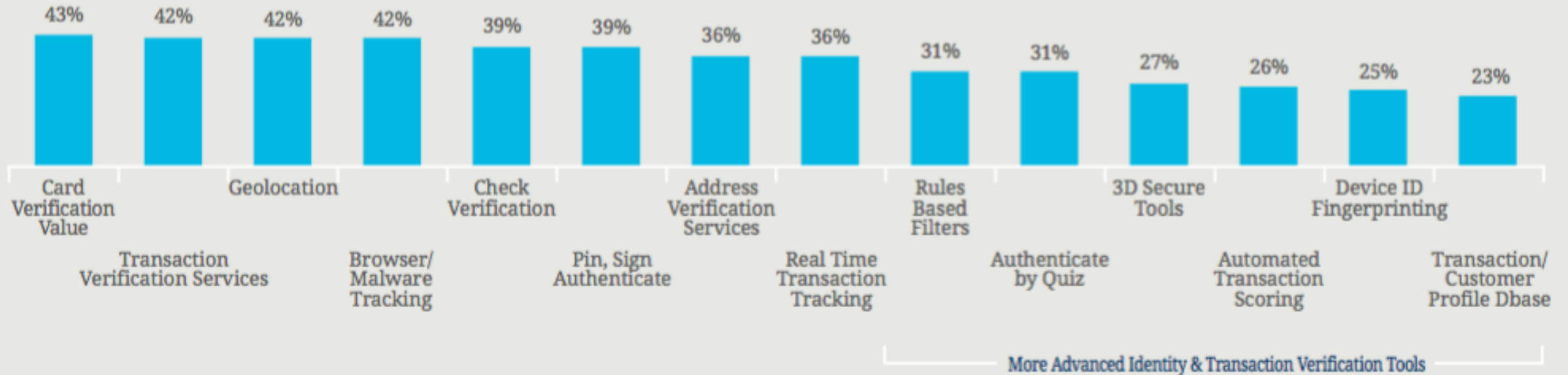
Luxury Goods



95%

Mobile Fraud

Core Groups of Fraud Mitigation Solutions



Deadly Costs of Fraud



127%
INSULT-
TO-INJURY
PENALTY

**\$14.5
BILLION
LOST
SALES**



UP
TO **90%**
OF REVIEWS
UNNECESSARY



\$15 - \$100 chargeback fees
contribute to **\$2.27 actual
loss** for each \$1 in
eCommerce fraud.

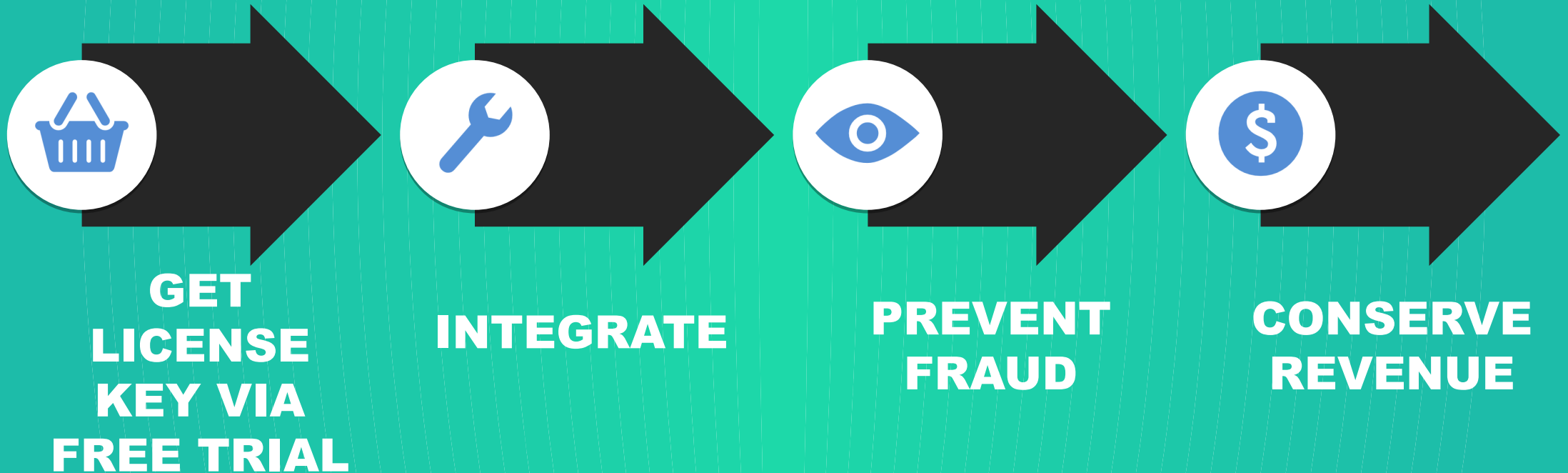
2.6% decline rate
- 0.9% actual fraud

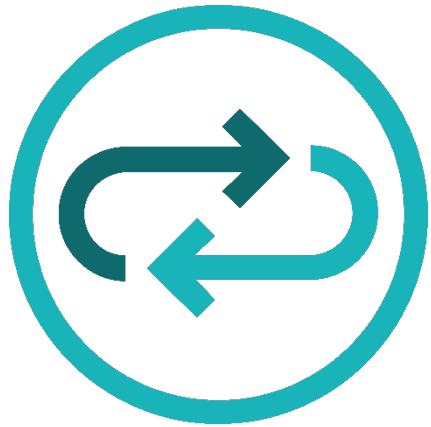
1.7% “fear of fraud” sales gap

90% of reviewed orders
ultimately approved by
half of merchants.



Model for targeting businesses





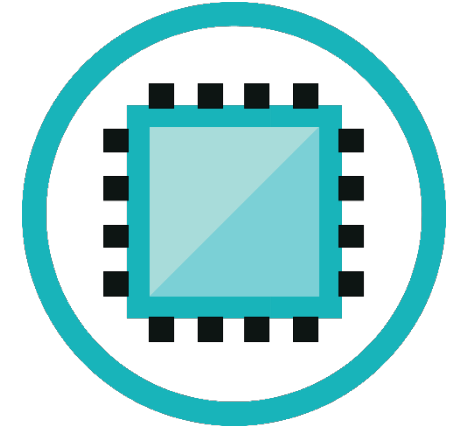
**EASY
INTEGRATIO
N**



**IDENTIFY
FRAUD
ANYWHERE**



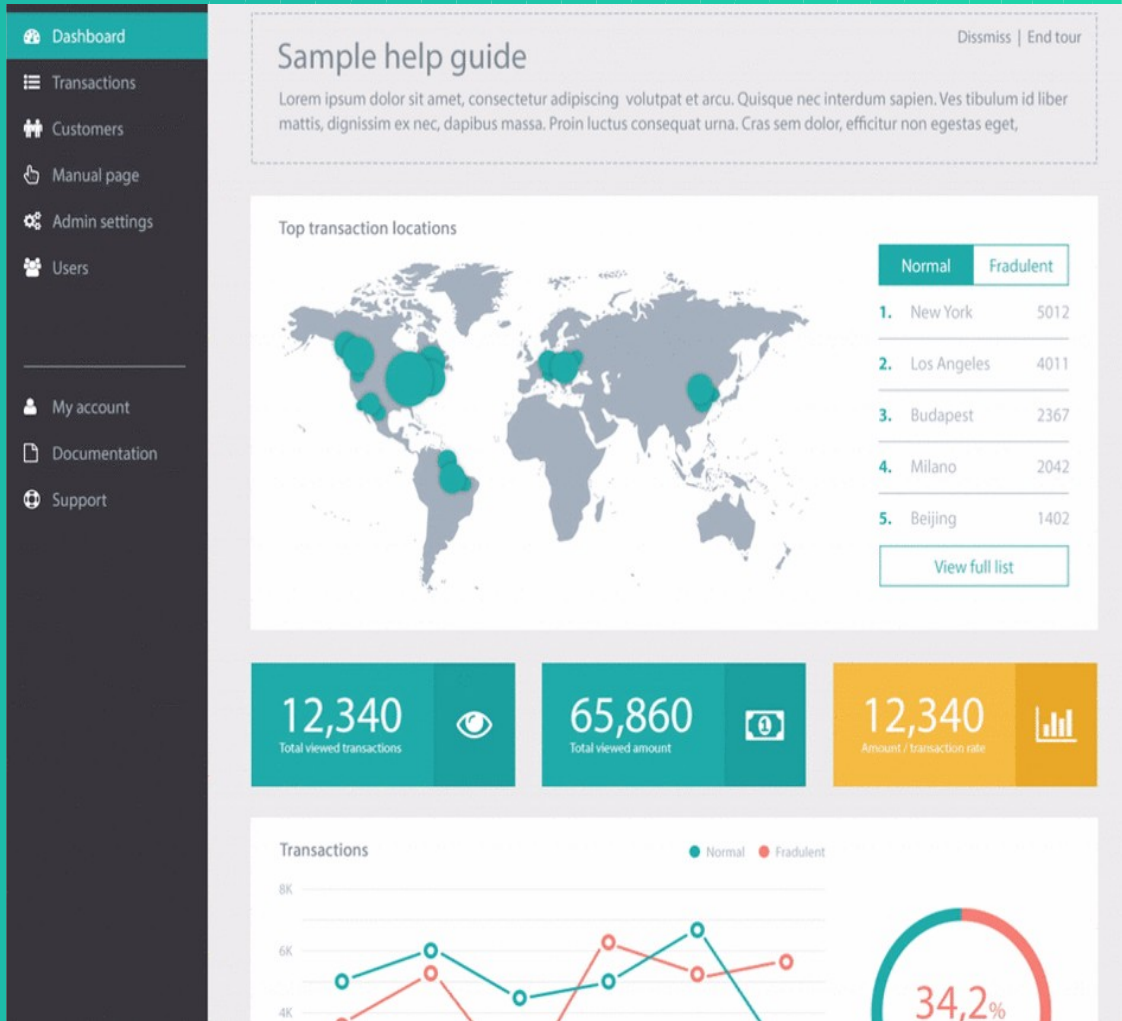
**COMPETITI
VE PRICING**



**BI + AI+ ML+
HUMAN
INTELLIGENC
E+ BIG DATA**

- 1 MVP ✓
- 2 PILOT ✓
- 3 POSITIVE FEEDBACK ✓

**TRACTION
WE
MADE
FA
R**

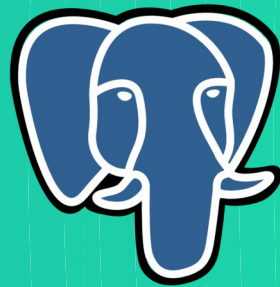
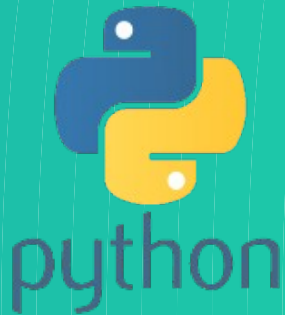


- 1 **IP RISK**
- 2 **ANALYSIS
SOCIAL MEDIA
PROFILES**
- 3 **LOOKUP
BEHAVIOUR &
GEO**
- 4 **LOCATION
DEVICE
FINGERPRINTING**

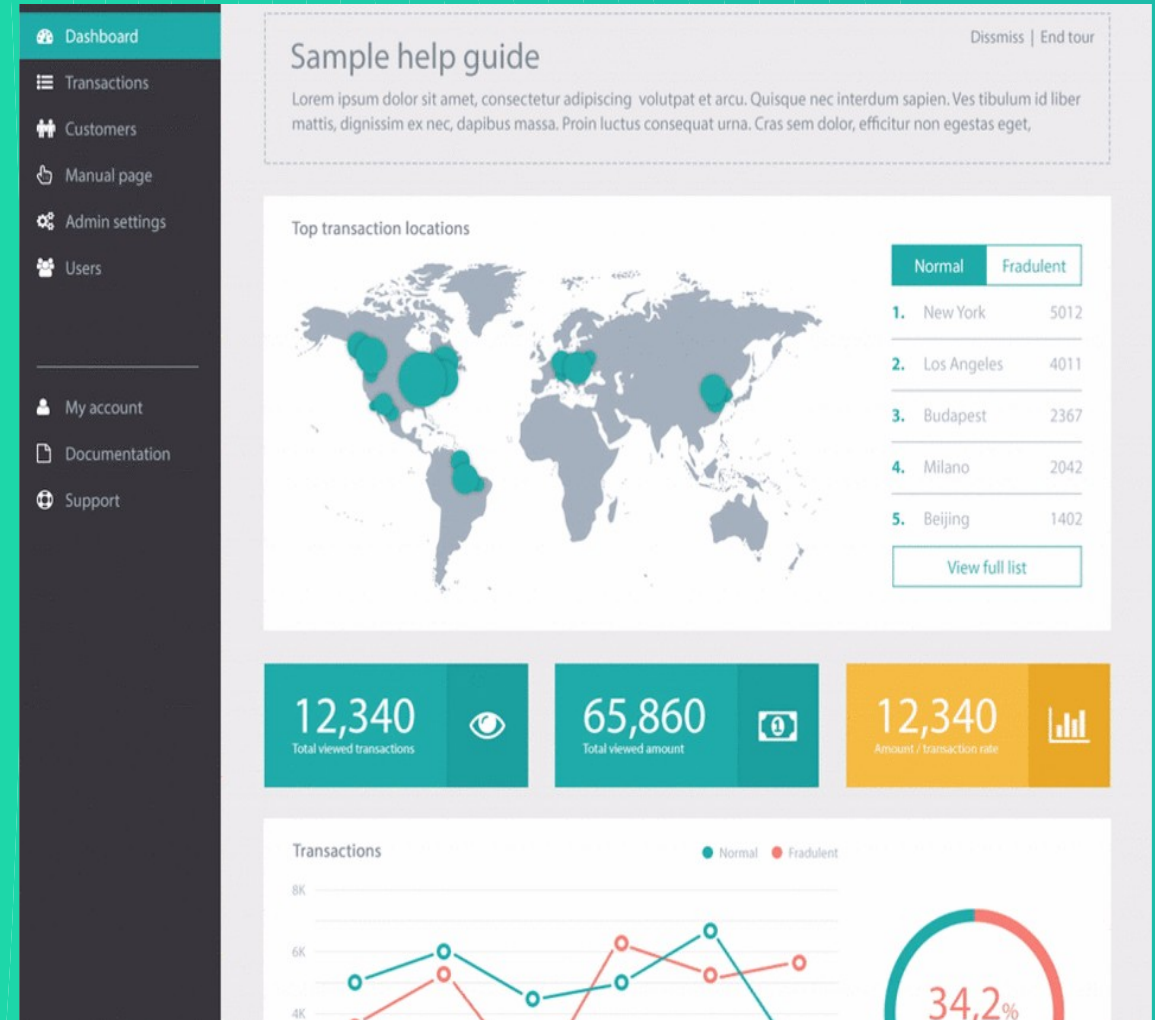


Intellectual property (IP) & technology

<https://admin.seon.io>



PostgreSQL



API'S

- PROXY API

SEON

FEATURESUSE CASESPRICINGDEVELOPERSABOUTFREE TRIAL

Geo PackageProxy PackageFraud PackageEmail Package

FRAUD PACKAGE:

INPUT:
GET request with two parameters:
1. ip (your ip)
2. license_key = (your license key)

EXAMPLE
1 | https://api.seon.io/SeonTestService/proxy-api?ip=188.84.132.34&license_key=50e6b40e-420b-41d4-a716-446655a

OUTPUT
Output: JSON format

Name	Type
ip	User ip
proxy_score	A score from 0-100 indicating the likelihood that the user's using proxy
error	If there was an error or warning with this request, this field contains an error code string.

EXAMPLES
JSON:
1 | { "proxy_score": 8, "ip": "188.1.106.17" }
2 | { "warning": "wrong format query parameters.", "error_message": "error message" }

- FRAUD (END-END) API

SEON

FEATURESUSE CASESPRICINGDEVELOPERSABOUTFREE TRIAL

Geo PackageProxy PackageFraud PackageEmail Package

FRAUD PACKAGE:

INPUT:
POST request with next parameters:

Name	Type	R/O	Description
ip	String	Required	User's IP address at transactions time. Example: "188.143.116.64".
license_key	String	Required	Your license key.
javascript	Boolean	Required	It's optional to install our JavaScript snippet. Please enter "0" if you have not, and "1" if you have. It provides in-depth analysis of the browser and device of a user and transaction. We strongly recommend to work implement this agent to your site.
action_type	String	Optional	Type of user action, which is being scored, following types are valid: "purchase", "recur_purchase", "account_register", "account_login", "account_login_fail", "account_password_change", "account_email_change", "account_edit"
user_id	String	Optional	User's unique identifier in your system. If it is not specified, we automatically generate one. Example: "05bb11-a2233".
affiliate_id	String	Optional	User's unique affiliate identifier in your system.
user_fullname	String	Optional	User's registered full name. Can be hash in ASCII encoding as well (e.g. MD5, SHA-2 family). Example: "John Doe".
user_name	String	Optional	User's registered username. Can be hash in ASCII encoding as well (e.g. MD5, SHA-2 family). Example: "jdoe325".
affiliate_name	String	Optional	User's registered affiliate name. Can be hash in ASCII encoding as well (e.g. MD5, SHA-2 family). Example: "jdoe325".

- MAIL API

SEON

FEATURESUSE CASESPRICINGDEVELOPERSABOUTFREE TRIAL

Geo PackageProxy PackageFraud PackageEmail Package

EMAIL PACKAGE:

INPUT:
GET request with two parameters:
1. email = (your email)
2. license_key = (your license key)

EXAMPLE
1 | https://api.seon.io/SeonTestService/email-api?email=email-example@seon.io&license_key=50e6b40e-420b-41d4-a716-446655a

OUTPUT
Output: JSON format

Name	Type
email	User email
email_score	A score from 0-100 indicating the likelihood that the user's using a fake email address
email/Exists	If the email address exists or not
disposable	If the email address is on blacklist.
free	If the email address is on freelist.
email/DomainDetails	Details about the domain of the email address
email/AccountDetails	We check if a Facebook, Google Plus, Twitter, Microsoft, Apple, Yahoo account is registered with the email address. If there is we provide details like photo url, name or registered date.
error	If there was an error or warning with this request, this field contains an error code string.



**BENCE
JENDRUSZA**

*Business
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TAMAS

Founder



**YURY
VERESHCHAGI**

*Backend
Developer*



ZSOLT

*Frontend
Developer*



ATTILA

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Morgan Stanley

