



Mitigating risk with
actionable intelligence

Meet Fideo Intelligence
Launching March 2024

FullContact is excited to announce the upcoming launch of Fideo, a brand focused on the needs of the identity intelligence and anti-fraud markets. Our team has already poured decades of experience into our identity verification and fraud prevention products, and we're thrilled to re-introduce them to you under a new name.



Fideo offers an identity intelligence product that protects the public good. We provide crucial intelligence to protect people, businesses, and communities from risk.





What's in a name?

Fideo's mission to safeguard the trust between two parties is inspired by the goddess Fides and Fides Publica, both symbols of honesty and public faith. Also a guardian of critical agreements and documents, Fides' legacy continues to influence the trust and goodwill that drive our decisions today.



Fideo provides businesses access to billions of aggregated identity signals on people, devices, and behavior. We offer this intelligence via real-time API or batch installation.

How does this work?

We only need a fragment of a person's data to help your business:



Validate identity in real time



Train advanced risk models



Prevent fraudulent activity



Prepare comprehensive dossiers

Fideo helps brands build better businesses

Fideo Intelligence delivers real-time verification and signal data at a fraction of the cost of traditional fraud prevention and identity verification solutions. Our products require minimal involvement from your technical team, simplifying the implementation process for businesses within any industry.

FINANCIAL + INSURANCE

We help banks, credit unions, brokerages, and online financial services providers improve risk management.



FRAUD PLATFORMS

We feed advanced risk algorithms for fraud platforms.



COMMUNICATION COMPANIES

We help telecom companies protect revenue.



INTELLIGENCE COMMUNITY

We enable real-time research for the intelligence community.



SMALL BUSINESSES

We assist merchants and SMBs in preventing losses caused by bad actors and synthetic identity fraud.



OUR PRODUCTS:

Fideo Verify

Validate identity instantly

Fideo Verify helps your business distinguish between real and synthetic data, strengthening your real-time verification process. Determine whether submitted data belongs to a single person or household or if it is a person at all. We sit at the top of the funnel to verify your website visitors and flag the suspicious actors who can throw a wrench in your operations.



Pre-check identity instantly and accurately.

We're backed by a reliable entity graph that continuously learns from our Identity Intelligence Network, offering you incredible insights to detect fraudulent patterns.



Recognize real customers immediately.

We assess information throughout the onboarding process and when an account has been created to determine if identity information is a tangle of multiple people or can be verified as the individual they say they are.



Simplify the process of secure onboarding.

We enable streamlined, real-time vetting processes to help your business reduce manual verification checks and expensive KYC flows. Validate a person's identity with minimal PII.



Protect your bottom line.

Safeguard your revenue from fraud-related costs by identifying real profiles in real time. Fideo can easily match online and offline personas, helping your businesses better assess risk and flag suspicious activity.

OUR PRODUCTS:

Fideo Verify

Validate identity instantly

The Fideo Verify API can accept a wide variety of inputs such as:

- ✓ Name + address
- ✓ Phone
- ✓ Email
- ✓ Social handle, ID, or URL
- ✓ MAID
- ✓ Employer + job title
- ✓ Digital IDs



OUR PRODUCTS:

Fideo Signals

Build better risk models

Fideo Signals delivers raw digital and terrestrial data insights provided by privacy-compliant sources. Implement our high-value, real-time information to build sophisticated risk modeling and conduct thorough investigations.



Maximize your risk models.

When incorporated into your fraud platform's machine learning models, our comprehensive signals enable real-time protection against potential losses.



Fuel intelligence-informed decisions.

Fideo offers an array of unique real-time signals ranging from online activity to household demographics. We help your team make intelligence-informed decisions.



Enable friction-right experiences.

We help you curb fraud and combat synthetic account creation. Utilize Fideo's Intelligence to inform the level of friction users experience.



Power link analysis and real-time research.

Our networked data empowers the Intelligence Community with the capability to conduct link analysis that complements their investigative efforts, helping them identify potential threats to the public more efficiently.

OUR PRODUCTS:

Fideo Signals

Build better risk models

Our top signals that drive risk models

- ✓ Email metadata
- ✓ Digital ID recency
- ✓ Social media presence
- ✓ Phone metadata
- ✓ Online activity
- ✓ Signals confidence scores
- ✓ Persistent identifier

The Fideo Signals API can accept a wide variety of inputs

- ✓ Name + address
- ✓ Phone
- ✓ Email
- ✓ Social handle, ID or URL
- ✓ MAID
- ✓ Employer + job title
- ✓ Digital ID

Signals output

- ✓ Persistent Identifier
- ✓ Email
- ✓ Mobile ad ID (MAID)
- ✓ First seen/last seen dates
- ✓ First and last name
- ✓ Location
- ✓ Social profile data
- ✓ Last seen IP address
- ✓ Observation count
- ✓ Confidence score
- ✓ Age
- ✓ Professional data
- ✓ Household demographics



At Fideo, we believe that trust is the key element that connects people with the businesses they choose to support.

If you're interested in learning more about our latest venture, please contact our CEO Chris Harrison at [**chris.harrison@fullcontact.com**](mailto:chris.harrison@fullcontact.com).