

---

# Email Insights

Kount's Email Insights is a key indicator of identity trust, and an integral part of Kount's Identity Trust Global Network. Gain real-time insights into customer behavior to accurately measure risk and predict identity trust.

## Emails Reveal Customer Risk and Trust Levels

Email addresses provide a robust way to evaluate customer identity and measure risk. Businesses can use this data to predict and stop fraudulent transactions, or gain customer insights such as lifetime value, likelihood of repeat purchases, and confidence in identity accuracy.



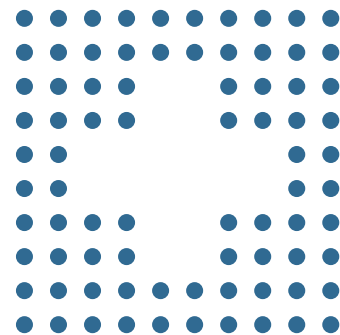
---

## Email Insights and Identity Trust

Kount accesses Email Insights information in real time to inform fraud and trust decisions through identity verification. That information includes more than 130 email data points, such as:

- Email risk and usage trends
- Date first seen and last use
- Associated transaction volumes
- Number of associated chargebacks

With this data, businesses gain in-depth insights into the behavior associated with an identity. Email Insights helps to immediately reduce chargebacks, manual reviews and false positives.



### 130 DATA SOURCES

More linked data allows more linkage

## Part of Identity Trust Global Network™

Email Insights is one of many data elements in Kount’s Identity Trust Global Network, which analyzes 2.7B fraud signals at each interaction. The Identity Trust Global Network is the largest global network of trust and risk data, powered by intelligence from 10,000 digital businesses. Linked by adaptive AI, it establishes a level of trust for each identity behind a payment transaction, login event, or account creation in order to deliver real-time fraud prevention and personalized customer experiences.



Kount’s Identity Trust Global Network includes fraud and trust signals from more than half a billion email addresses, 32 billion annual interactions, 17.5 billion devices, 75+ industries, and 50+ payment providers and card networks.

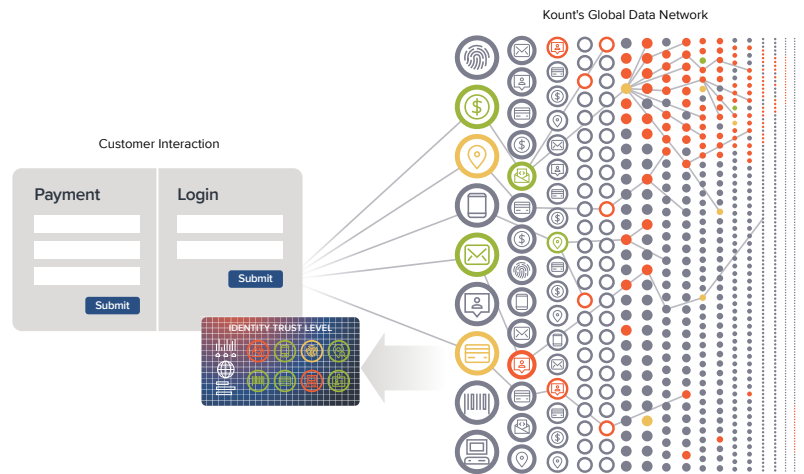
Email Insights is one of more than 130 data sources that fuel Kount’s Identity Trust Global network that includes payments data, location identifier data, and digital identifier data.

## The Kount Difference

With the largest network of trust and fraud signals combined with adaptive AI and ML, Kount’s Identity Trust Global Network uncovers the true level of trust behind interactions where other solutions often miss fraud, create false positives, or add unnecessary friction due to limited datasets and lack of real-time AI.

### Real-Time AI Linking for Instant Identity Trust Decisions

From a website visit to login, checkout, or account creation, Kount’s Identity Trust Global Network goes to work analyzing billions of identifiers to establish real-time links between identity elements in order to return identity trust decisions that provide the desired user experience ranging from low friction to blocking fraud.



**Contact us at:**  
**sales@kount.com**  
**+1.866.386.1431**

#### ABOUT KOUNT

Kount’s Identity Trust Global Network delivers real-time fraud prevention and account protection and enables personalized customer experiences for more than 9,000 leading brands and payment providers. Linked by Kount’s award-winning AI, the Identity Trust Global Network analyzes signals from 32 billion annual interactions to personalize user experiences across the spectrum of trust — from ensuring frictionless experiences to blocking fraud. Quick and accurate identity trust decisions deliver safe payment, account creation, and login events while reducing digital fraud, chargebacks, false positives, and manual reviews. [www.kount.com](http://www.kount.com)