

# Broad National Coverage Highlights iovation's Stature as a Go-To Source for Protecting Transactions Online



**iovation** protects online businesses and helps identify trustworthy customers through a combination of advanced device identification, shared device reputation, multifactor authentication and real-time risk evaluation. More than 3,500 fraud managers representing global retailers, financial services, insurance, social networking, gaming and other companies leverage iovation's database of more than 3 billion internet devices to determine risk associated with online transactions.

## **SAMPLE ARTICLES:**

[NY Times: Why Apple Pay and Other Mobile Wallets Beat Chip Cards](#)

[Forbes: Why I love My European Chip Cards and Why Americans Should Embrace Them](#)

[CNBC: Hackers Rush to Cash in on \\$14 Billion in Fraud Before Chip Cards Take Over](#)

[Computerworld: Black Friday to Cyber Monday - Mobile Commerce Up, Fraud \(Mostly\) Down](#)

[Wall Street Journal: U.S. Likely to See Shift to Online Fraud](#)

[CIO: Risky Business? Online Dating Fraud Dips During Valentine's Day](#)

## **CONSUMER SECURITY INSIGHTS GRAB MEDIA ATTENTION**

### **Positioning iovation as a lynchpin in business and consumer fraud**

**protection:** As keeper of the world's largest device reputation database, iovation gains insight into more than 16 million transactions and over 300,000 fraudulent activities every day. While the company uses that data to help businesses protect themselves online, the information also represents a unique pool from which to draw stories. This created an opportunity for the company to do some major brand-building by showcasing both its broad reach across the industries people touch every day, and reinforce its position as the central authority on recognizing and preventing online fraud.

**Turning B2B data into broad consumer insight:** Voxus recommended that iovation use a moment-in-time strategy to provide reporters with unique angles to general-interest stories, and worked with the company to develop both the creative themes and craft the data insights. For example, what sorts of online dating fraud should consumer's beware of leading into Valentine's Day? Or, how are mobile devices impacting retail during the holiday shopping season? And even, what can the U.S. learn from Europe's experience in the shift to chip-in-card banking and credit?

**Story angles that attract both business and tech trade press:** Voxus successfully used this strategy across banking, retail, online dating, gambling, travel/hospitality, insurance and other verticals to generate hundreds of articles each year with an audience reach extending into the hundreds of millions. Best of all, reporters actually learned to proactively seek iovation's insights for upcoming articles year in and year out. Coverage spanned major tech publications, vertical industry media, and business press, including CNBC, Wall Street Journal, New York Times, Forbes, CIO and many others.

Year	Total Original Articles	Audience Reach
2014	253	48,415,487
2015	140	142,689,455
2016	204	562,104,186

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