

WebID

Find the merchant websites your portfolio may be missing

Uncover undisclosed merchant websites before they leave gaps in onboarding, monitoring, or compliance oversight.

Merchant website data is often incomplete. Merchants may not disclose every active site, and submitted URLs may be missing, outdated, or inaccurate.

When websites are unknown, you can't review them, monitor them, or enforce policy against them, increasing exposure to transaction laundering, prohibited content, and compliance gaps.

WebID helps close merchant website visibility gaps by finding sites merchants did not provide and validating their connection to the merchant.

Using cross-referenced data signals, WebID **delivers evidence-backed findings** so you can decide which URLs should move into review and monitoring.

From unknown websites to expanded monitoring coverage



Merchant portfolio

Submitted merchant data + known URLs



WebID discovery

Cross-referenced signals + online presence validation



Validated website findings

Confirmed URLs + matched merchant data

You can't monitor websites you don't know exist

WebID goes beyond standard URL checks

Key Outcomes

- ✓ Find merchant websites missing from portfolio records
- ✓ Validate connections between newly found URLs and merchant records
- ✓ Bring confirmed websites into underwriting, compliance review, and ongoing monitoring
- ✓ Reduce blind spots tied to transaction laundering, prohibited content, and policy violations

Why WebID matters

Unknown websites create hidden risk

Not all merchants disclose their full online presence during onboarding. When active websites sit outside portfolio records, you may have an incomplete view of a merchant's business, products, content, payment activity, and policy exposure.

Without visibility into those sites, you cannot review, monitor, or bring them into the workflows that protect the portfolio.

Built to connect merchants to undisclosed websites

WebID helps payment providers look beyond submitted URL data and connect additional websites to the merchants that appear to operate them.

Using cross-referenced data signals, WebID supports merchant-to-website matching, online presence checks, and reviewable findings for added oversight.

From discovery to monitoring coverage

Evidence you can use

Gives you the context needed to evaluate newly identified websites and decide how to act.

Merchant-to-website matching

Connect additional URLs to the merchant records they appear associated with.

Online presence checks

Assess whether identified websites show active merchant activity.

Sourcing and screenshot evidence

Support review and documentation with sourcing details and screenshot evidence.

Risk workflow activation

Route confirmed websites into underwriting, ongoing monitoring, content compliance, or transaction laundering detection workflows.

Support risk and compliance workflows

- ✓ Merchant onboarding review
- ✓ Ongoing monitoring coverage
- ✓ Transaction laundering detection
- ✓ Content compliance workflows
- ✓ Portfolio visibility
- ✓ Merchant dataset enrichment
- ✓ Card brand compliance support

Learn more: G2RiskSolutions.com/web-id

Talk to a merchant risk expert: G2RiskSolutions.com/contact