

# WebID

## Discover Unknown E-commerce Websites

Unidentified business websites in your merchant portfolio present both big risk and opportunity

### Detect websites

Determine which of your brick-and-mortar merchants have “opened up” online.

### Mitigate risk

Your risk and compliance teams can place newly discovered URLs into underwriting, monitoring, and other review.

### Accelerate growth

Sales teams can bundle and convert or cross-sell once they know which merchants do and don't have an online presence.

## Benefits

### Capitalize on brick-and-mortar merchants moving online:

- Improve client retention.
- Create leads for your sales organization.
- Decrease risk of card network fines and assessments.
- Understand business conduct and risk within your merchant portfolio.



## Flexible service tiers

	WebID Basic	WebID Plus	WebID Premiere
Detect business URL	◆	◆	◆
Detect URL + identify e-commerce		◆	◆
Detect URL + identify e-commerce + identify online payment options			◆

## Features



### Website detection

Discovers business websites missing from your merchant portfolio. Cross-checks third-party data sources.



### E-commerce detection

Identifies e-commerce sites—running payments increases risk for card-network fines and assessments.



### Payments detection

Identifies e-commerce payment options. Brick-and-mortar merchants often choose a different online payment provider.



### G2 pairing

WebID pairs well with other services to uncover websites engaging in unauthorized e-commerce activity.



### Reports

Results delivered directly to you. No software integration required.

## Example use cases

**A European payment service provider** was concerned when a [batch of 12,000 merchants](#), from a downstream payment service provider, was missing websites for its clients. WebID found that two-thirds of the merchants had websites. Further analysis revealed that most of the websites were appropriate and lawful, but .5% had violations, including several counterfeit operators.

**A global payment processor** discovered an increasing number of [merchants applying for Mail Order and Telephone Order \(MOTO\) accounts](#). MOTO accounts usually have quick approval as there is less material to review, thus allowing bad actors to be inadvertently boarded. WebID determined [80% had unknown websites](#), and [20% were conducting e-commerce](#) rather than simply MOTO.

**A US acquirer** with many brick-and-mortar businesses wanted to cross-sell more online merchant accounts to its customers. WebID revealed [70% of client businesses had unknown websites](#). Furthermore, [15% used alternative payment methods](#), which gave the acquirer strong leads for e-commerce payment processing.

**A global data bureau** was missing business websites in its customer records. It had used multiple sources, including information vendors, but still had many blanks. WebID found [600,000 missing websites](#), improving the value of the data bureau's records and enabled further risk profiling using the websites.

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