WebID

Unidentified merchant websites in your portfolio present both unpredictable risks and significant opportunities.

Detect
unknown websites
Determine which merchants in your portfolio actually have an online presence.

Mitigate
risk
Add newly discovered URLs into your merchant underwriting and monitoring flow.

Identify
opportunities
Understand which merchants are already selling online to convert or cross-sell.
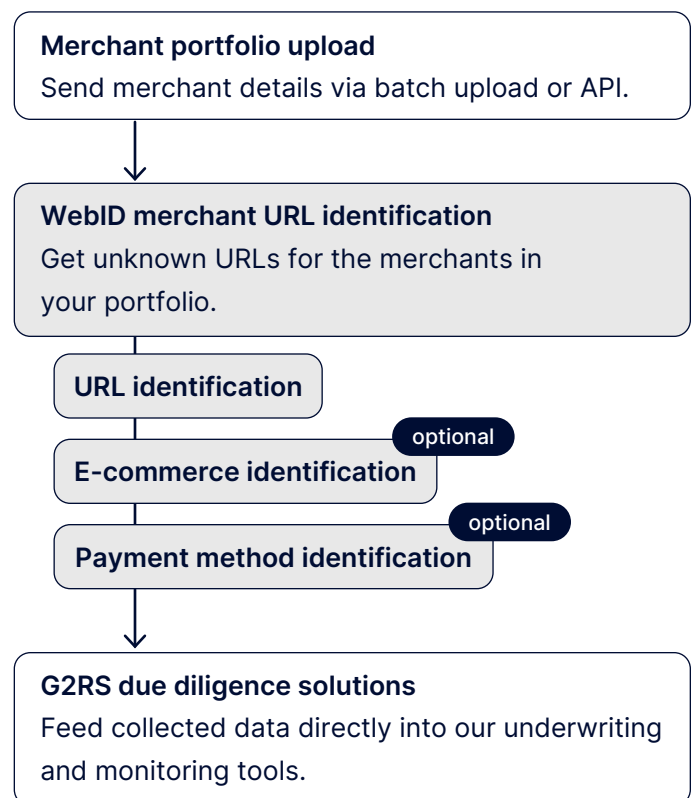
Your benefits

Know your merchants
Uncover hidden websites operated by your merchants and ensure compliance with card network rules.

Understand portfolio trends
WebID's detailed dashboard and case queue includes sourcing statistics and screenshot evidence for all collected merchant details.

How it works

Merchant portfolio upload
Send merchant details via batch upload or API.

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WebID merchant URL identification
Get unknown URLs for the merchants in your portfolio.

URL identification

E-commerce identification — optional

Payment method identification — optional

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G2RS due diligence solutions
Feed collected data directly into our underwriting and monitoring tools.

G2 Risk Solutions

Quick and easy merchant URL identification

Website detection
Discover merchant websites missing from your portfolio, cross-checked against the G2RS Merchant Map® and third-party data sources.

E-commerce detection
Identify if a merchant is using an identified website to sell products or services online.

Payment option detection
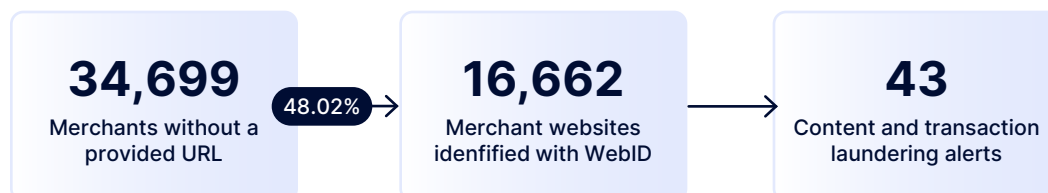Detect which payment methods the merchant advertises on their website.

Integrated dashboard
Experience our fully redesigned WebID solution—now seamlessly connected to our existing single-platform workflows and API.

Case study: Identifying merchant risk at scale

During a six-month period, an acquiring bank boarded 137,595 new merchants. Of these, 34,699 didn't provide a URL in their application. With WebUD, we identified websites for nearly half of them. Among these, **43 merchants were flagged for potential content violations or transaction laundering**—enabling the bank to take timely action and avoid any risk.

34,699
Merchants without a provided URL

48.02% →

16,662
Merchant websites idenfified with WebID

→

43
Content and transaction laundering alerts

Case study: Unlocking online growth

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.

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