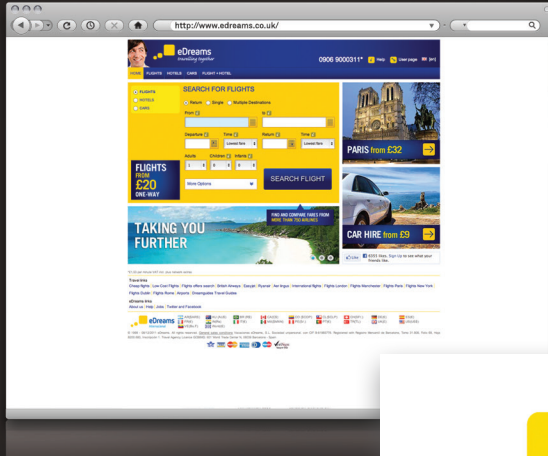


Neustar Supports eDreams' Rapid Expansion in the Global OTA Market



Introduction

In just a little over two years, eDreams, an online travel agency, with headquarters in Barcelona and offices in Spain and Italy, has experienced a fast-paced growth that has allowed it to become the largest OTA in Southern Europe. The company's evolution has been marked by expansion from sites in Italy and Spain to sites in 15 other countries, including the largest European markets, USA, South America, India and Australia among others. This opportunity, combined with their usage of a unique and state-of-the-art technology, has allowed eDreams to become a major player in the global OTA marketplace.

Situation

With eDreams' new websites in new markets generating increased online activity, Neustar IP intelligence – primarily the IP country resolution together with the confidence level – has been a primary benefit for eDreams and helped it maintain a low level fraud detection ratio at about 18%.

In 2008, eDreams integrated Neustar's IP geolocation solution as a key element in its fraud management platform. Over the next year and a half the company developed a high level of accuracy in analyzing location data to determine whether a transaction was valid or at high risk of being fraudulent. The result was both a reduction in incidents of fraud and a reduction in the number of valid transactions erroneously rejected.

Challenge

After working with Neustar IP intelligence data for a couple of years, eDreams felt confident that it was ready to expand its business into new markets with a better understanding of the costs associated with it. Less than a year and a half later, the company has multiple sites worldwide with more than a quarter of a million visitors every day, presenting a challenge for eDreams to maintain its high level of service for customers in many market areas and with many languages.

In addition, with so many new websites and increasing online activity, fraud detection and reduction remain a constant challenge and very important goal for eDreams. Indeed, while eDreams was growing its

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business the fraudsters were busy too, and today aggressive new threats such as botnets and free proxies are of particular concern to the company as more and more people are interested in privacy issues.

Solution

Nearly four years after integrating Neustar into its platform, eDreams continues to rely on the weekly intelligence updates for fraud detection and prevention. “Neustar has a high impact in our fraud rule system,” says Manuel Calderon, eDreams’ Procurement Manager. “It’s a robust solution and not difficult to integrate. We’re using country, connection type for anonymizers identification and confidence level,” he explains, “although as time goes by, we’ve needed to combine Neustar with other [travel related] elements, such as country credit card, destination and arrival cities, to maintain our fraud ratio.

eDreams also recently added content personalization to its websites to enhance the customer’s experience. By immediately knowing the customer’s market and language from their IP address, they can readily serve an appropriate language and information that appropriately caters to their interests.

Result

In 2011, eDreams estimates Neustar’s IP intelligence – primarily the IP country resolution together with the confidence level – has been the primary benefit for the company and helped it maintain a low level fraud detection ratio at about 18%. Another important benefit is that by knowing a visitor’s IP address they have been able to reduce their drop-off rates with re-direction – an especially important capability in the global market. All in all, by ensuring the best experience to its customers from all over the world, whether in travel services, privacy or financial security, eDreams – with Neustar support – can firmly and confidently continue its rapid pace toward success.

About Neustar IP Intelligence

Neustar enables online businesses to instantly identify where a visitor to their Web site is geographically located. Online companies including broadcasters, e-retailers, ad networks, banks, and government agencies integrate Neustar’s IP geolocation data into their Web applications to geotarget their advertising and content, detect card-not-present fraud, manage distribution of digital content, comply with local laws, and more. Neustar delivers detailed demographic and network characteristic data about an IP address and the data is 99.9% accurate at the country level and up to 98.2% accurate at the US state level (attested to by Pricewaterhouse Coopers). www.neustar.biz/ipintel