



# Introducing Nodify's IP Characteristics (IPC) Database: Unlocking Unprecedented IP Insights for Threat Intelligence

 [Nodify Product Data Sheet](#)

The IPC database utilizes deterministic IP address metadata to amplify intelligence related to web traffic, and identify IP addresses that have not been associated with a VPN or proxy network, but display anomalous characteristics that provide context to demonstrate their potential to be associated with nefarious activity.

By analyzing contextual data related to IP addresses, IPC bolsters insights to enable a more proactive approach to potential cybersecurity and fraud detection challenges like disguising location and masking identity. With IPC, organizations can utilize historical data that signals the level of risk of an anonymous IP address; information including persistence at a given location, range of locations, and device activity.

## IPC's areas of intelligence:

These insights introduce a new level of intelligence, empowering organizations to make informed decisions in areas such as:



### Location Persistence

The length of time an IP address has been observed in the same location



### Activity

The number of devices that have been connected to an IP address



### Locations

The number of locations an IP address has been observed in



### Range

The range of distances between IP address observations

## The Source of IPC Data



**Fraud & Security**



**Online Advertising**



**Digital Rights Management  
& Localized Content**

IPC Database utilizes billions of unique consented GPS-based location observations from internet-connected devices around the globe monthly. Weekly, IPC data is aggregated to provide deterministic insights that imply the relative risk of an IP address and published to the IPC DB.

### A look into IPC's global coverage:

- ▶ 350 billion unique observations
- ▶ Covering 995 million active IP addresses
- ▶ From 1.1 billion unique devices
- ▶ Covering 243 countries
- ▶ 141 countries with a minimum of at least 10K IPs

For more information on IPC's capabilities, contact a sales representative or visit [digitalelement.com](http://digitalelement.com) to learn more.