f you could no longer use this website, what is the ONE thing you'd miss most?

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Next

What is an IP address?

An IP address or Internet Protocol address allows us to be connected to the Internet and be part of the modern digital world. Anything from accessing the websites to using emails would be impossible without it, as an IP address is what allows one connected device to communicate with another device over the Internet. You can think of an IP address as your phone number or home address by having other parties know where to reach you. With the IP address, the Internet will know where to send your data.

What is IP analysis?

The IP address analysis is one of the most common methods used in cybersecurity. It allows you to get more insight into your users, where they are located, and their intentions towards your business. It is also helpful in different aspects of business, such as marketing as it helps you optimize your targeted marketing strategy.

Streaming services even use the geolocation aspect of IP analysis to determine if the users are legally allowed to access their content due to copyright regulations. In cybersecurity, IP analysis is used to determine any red flags connected with the IP address in question. According to the survey conducted by Small Business Trends, just 14 percent of small businesses would say their ability to mitigate cyber risks is "highly effective." Introducing IP analysis can increase that number.

What data can IP analysis uncover:

Geolocation: If it is a legitimate IP address, then it will indicate where the user is located. This is extremely useful as it can indicate account takeover fraud or other kinds of fraudulent actions. For example, if you suddenly receive a large number of visits from a country you never had a visitor from before or if a user has accessed your site from a completely different country than during their previous visits.

Internet Service Provider: This helps you discover where the connection is coming from, such as a residential home, library, or web servers and data centers. Fraudsters will most likely use the latter, so you can use this knowledge to react on time.

Read More:

- Investing in Channel Support to Survive the Evolving Security Landscape

- What should organizations do instead of paying a ransom?

- From reactive to revolutionary: The top 5 trends powering CX transformation in 2022

Spam checklist scan: It compares the IP addresses that access your website with the database of IP addresses used for email spamming. IP analysis will not say for sure if you have been targeted by fraudulent actions, but it can indicate red flags and give you a chance to react on time. From