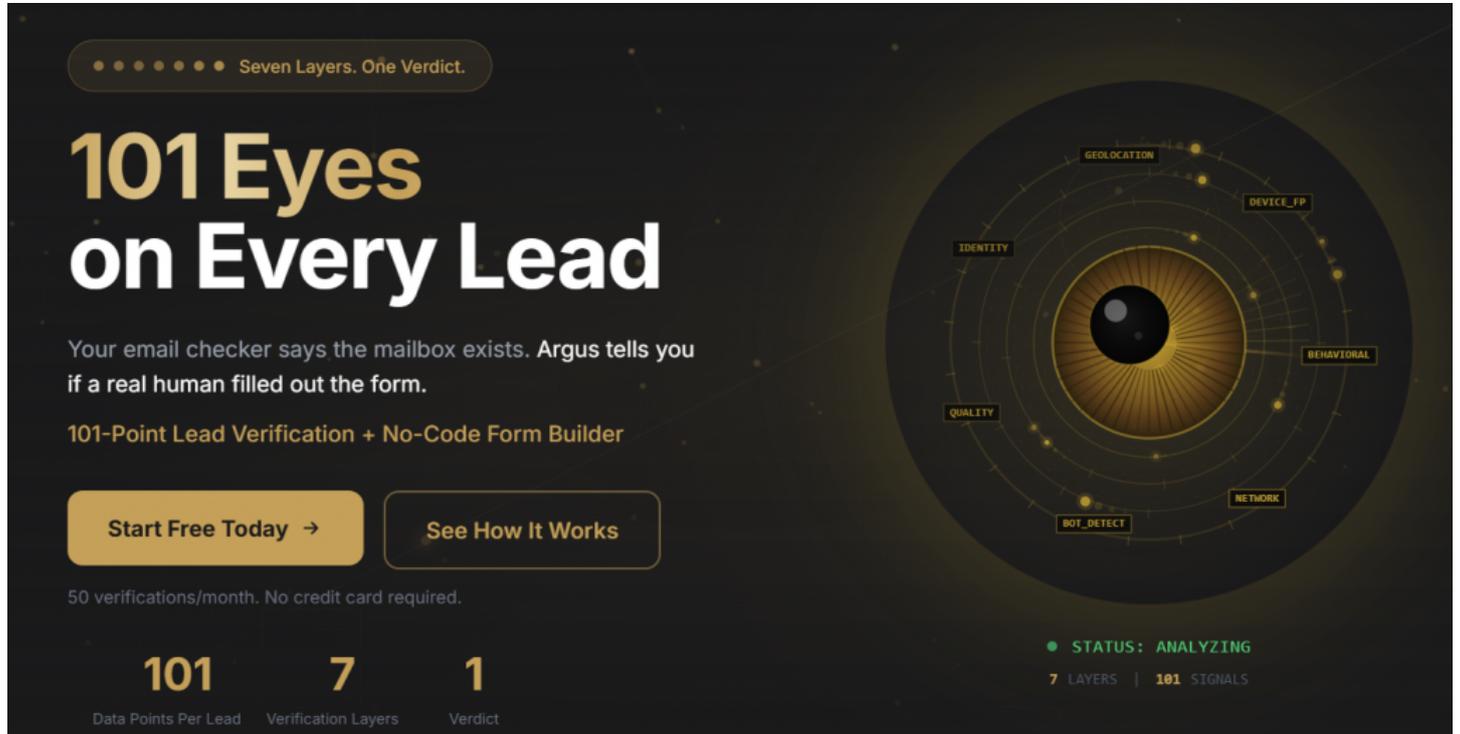


# Argus101 Launches 101-Point Behavioral Biometrics Platform for Real-Time Lead Verification

First lead verification tool to combine behavioral biometrics, device fingerprinting, and crosslayer validation into a single trust score — delivered in under 150 milliseconds



••••• Seven Layers. One Verdict.

## 101 Eyes on Every Lead

Your email checker says the mailbox exists. Argus tells you if a real human filled out the form.

101-Point Lead Verification + No-Code Form Builder

[Start Free Today →](#) [See How It Works](#)

50 verifications/month. No credit card required.

<b>101</b>	<b>7</b>	<b>1</b>
Data Points Per Lead	Verification Layers	Verdict

● STATUS: ANALYZING  
7 LAYERS | 101 SIGNALS

The graphic features a central eye icon surrounded by seven concentric circles representing verification layers: GEOLOCATION, DEVICE\_FP, BEHAVIORAL, NETWORK, BOT\_DETECT, QUALITY, and IDENTITY. A status indicator shows 'STATUS: ANALYZING' and '7 LAYERS | 101 SIGNALS'.

**Salt Lake City, Utah Mar 18, 2026 ([IssueWire.com](https://www.issuewire.com))** - Salt Lake City, Utah, 03-18-2026 - Argus101, a [lead verification and fraud detection platform](#), today announced general availability of its 101-point, seven-layer verification engine designed specifically for lead generation companies, marketing agencies, call centers, and any business that collects or purchases leads through web forms.

Unlike traditional lead verification tools that check individual signals in isolation, email validity, phone status, or IP reputation, Argus101 evaluates 101 data points across seven verification layers simultaneously, including behavioral biometrics that analyze how a lead fills out a form, not just what they submit. The platform cross-validates every signal against every other signal and delivers a unified 0-100 trust score in under 150 milliseconds.

"Every email checker, phone validator, and click fraud tool on the market evaluates one dimension of a lead," said Parker Warren, founder of Argus101. "A lead can pass every single one of those checks and still be completely fake. The fraud hides in the compound pattern, the combination of signals that only becomes visible when one system evaluates all of them together. That is the problem Argus was built to solve."

The platform's seven verification layers include identity verification, geolocation intelligence, device fingerprinting, behavioral biometrics, network analysis, bot detection, and quality scoring. The behavioral biometrics layer captures over 34 signals, including keystroke dynamics, mouse path patterns, scroll velocity, and touch pressure, to distinguish real human behavior from automated scripts

and human fraud farm operators.

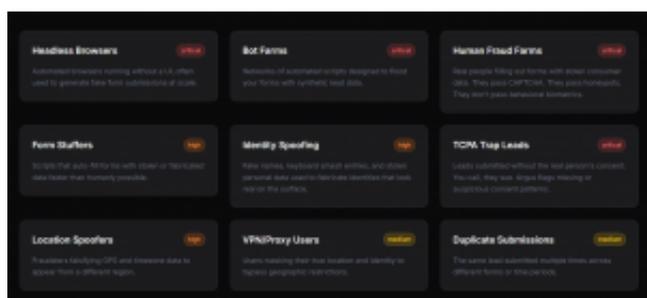
**Argus101** serves the insurance, solar, home services, mortgage, legal, and education verticals. Integration options include a single line of JavaScript for existing forms, a no-code form builder with built-in TCPA consent tracking, and a full RESTAPI.

Each verified lead receives a quality tier classification: Premium (80-100), Standard (60-79), Review (40-59), or Reject (0-39). The scoring engine applies contextual weighting across all 101 data points, evaluating suspicious combinations rather than penalizing individual flags.

Every plan, including the free tier, includes the full 101-point verification on every lead. The free tier offers 50 verifications per month with no credit card required. Paid plans begin at \$29.99 per month.

## About Argus101

Argus101 is a real-time lead verification platform that evaluates 101 data points across 7 layers to deliver one trust verdict on every lead. Learn more at <https://www.argus101.com>



## Media Contact

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Source : Argus101

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