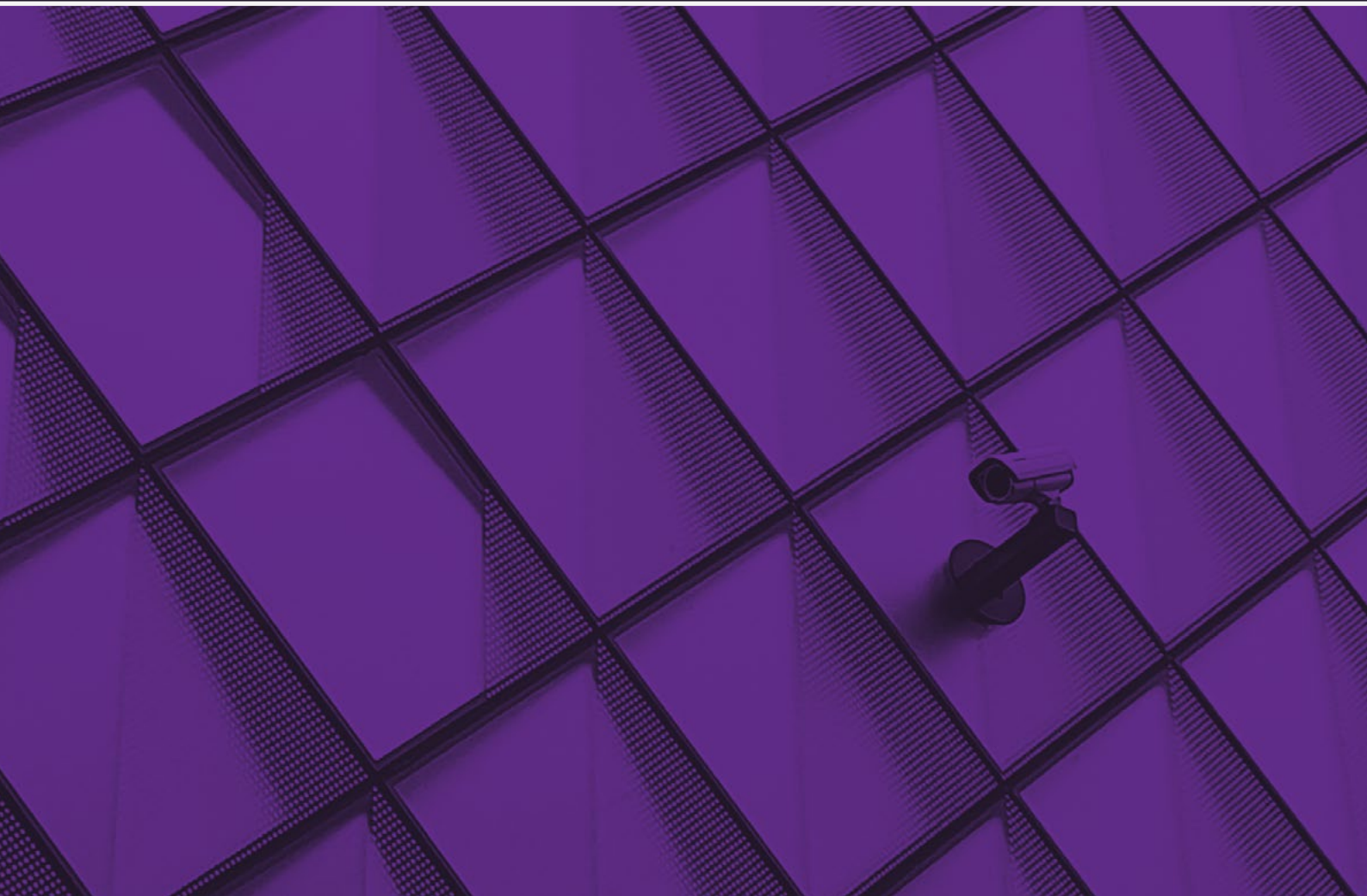




Veracity Ad Fraud Prevention



A key and missing part of your cyber protection suite

Malicious bot detection is an important part of your holistic security strategy. No doubt you have DDoS and WAF protection in place already, along with AV & Malware protection for yourself and your team. Veracity Web Threat Protection (WTP) adds a vital layer of defense by detecting and removing malicious bots that get through.

Veracity Ad Fraud Prevention focuses on removing the threat from malicious bots engaging with your ad campaigns; removing their fraudulent click and wasted cost. To do this, we use sophisticated AI behavioral analysis of each visit to your website to find out which are bots and block them from engaging with your ads. We do this across all our customers to create an enormous bot exclusion database that you can access to provide the best possible protection from bots on your paid for ads on Google, Microsoft, and Meta, including Instagram.

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Detecting bots is difficult because the sophisticated ones try to appear human and evade detection. Your bot management solution must protect from every OWASP automated threat and be accurate in detecting the difference between human and bot traffic on your website, mobile apps, and APIs.



Open Web Application Security Project
www.owasp.org

How we are better

We are specialists in what we do

Looking for malicious bots and stopping them. We regularly win awards for our technology and invest heavily in research and development to detect new types of bots and stop existing bots quicker.

We enhance what you have already

Our technology works alongside your existing cyber protection security stack, including DDoS, content delivery networks and WAF, with no additional configuration needed.

We are secure from the core up

We are an accredited member of Cyber Runway in the UK. Cyber Runway is part of the government's £2.6 billion National Cyber Strategy to protect and promote the UK online. This includes an objective to strengthen the UK cyber security ecosystem and ensure we have a sustainable, innovative, and internationally competitive cyber and information security sector.

We protect your entire website

We don't just look at the traffic coming in from your ads to find out what bots are doing on your website, instead we analyze all traffic, anonymously and securely, so that we can find and block bots before they engage with your ads or do other damage on your website.

We are very hands-on

We work closely with you to get the best results from your digital ad campaigns, measuring the success of your protected campaigns alongside your team to your goals.

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