

Ad Fraud Prevention



Bot detection solutions that protect your online advertising from automated attacks. Ad Fraud Prevention safeguards your marketing budget, empowers marketers to accurately measure results, and reduces ad budget waste by up to 66% for brands and agencies.



What is Ad Fraud?

Ad fraud is any attempt to defraud digital advertising networks for financial gain. Global losses from ad fraud in 2020 were \$35 billion and it's estimated that this will increase to a cost of over \$50 billion a year by 2025 (*Wfanet.org*).

Ad fraud affects all businesses, large and small, that spend money on online advertising. Whether you're spending £1k a month or £100k a month, advertising fraud will be affecting your campaign performance and ROI.



Veracity detected that 66% of clicks on our Facebook ads were invalid bot clicks. Since using Veracity, we have seen a significant reduction.

E-commerce business

Why Veracity Trust Network?

Veracity Trust Network, founded in 2016, is a market leading, global proven solution. We safeguard organisations from the threat of bot attacks, through our deep tech machine-learning solutions which address Security, Fraud and Advertising Technology.



Proven Ad Fraud Prevention solution



Reduce waste in digital advertising



Keep bot data out of marketing decisions

Already enjoying a bot-free experience



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