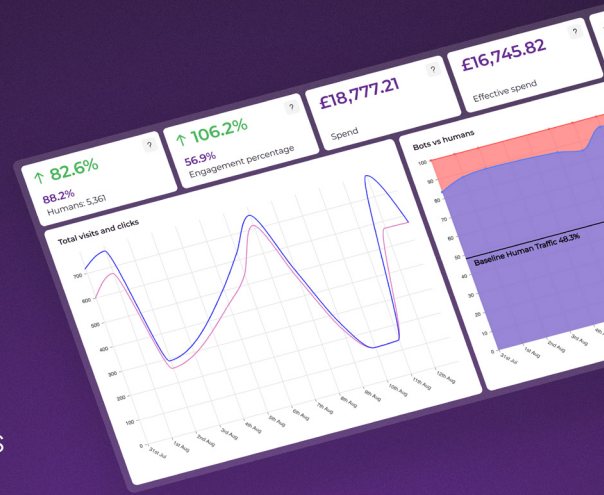


# Ad Fraud Prevention

For organisations running digital ads

Protect your digital advertising and ad budgets from the growing threat of malicious bots. Our machine learning protection reduces budget waste by up to 66% and prevents data contamination from clicks that will never convert.



## Benefits of blocking bots

### Maximising budget

Blocking bots from clicking on your ads means more budget can be spent on real human visitors.

### Protect your reputation

Malicious bots could be scraping your data and pretending to be you, risking your reputation.

### Attack prevention

Preventing bots clicking on your ads blocks a common access point from which they can launch an attack on your website.

### Competitor protection

Ad Fraud Prevention prevents your competitors from buying bot traffic to waste your budgets and improve their rankings.

### Data accuracy

Preventing clicks from bots will decontaminate your data, allowing for better campaign strategies.

### Campaign effectiveness

Blocking bots from your campaigns improves your top of the funnel results.

### Unparalleled protection

Our machine-learning bot protection (abbi) detects and tags malicious bots to prevent them from engaging with your ad campaigns. Abbi combines data from across all our clients to continuously improve our bot detection and ensure we evolve as quickly as the bots do.



## Results

# 60%

Ad Fraud Prevention saved a skincare brand 60% of their total digital ad spend over a six month period

# 78%

A global distribution company saw a reduction in cost per lead of 78% when using Ad Fraud Prevention



**As a growth performance agency, we rigorously measure client campaigns and have ambitious ROAS targets. Using Veracity to combat ad fraud gives us accelerated campaign performance and clean and accurate data.**

Agency Director