

Veracity Ad Fraud Prevention Battle card – July 2024

Target Market	<p>Ad Fraud Prevention (AFP) is applicable to any business advertising online through many channels. We can detect on ALL Channels; protection is limited to what the channels allow.</p> <p>Online marketplaces, gaming websites and e-commerce – and anyone who advertises will benefit. We have found that E-commerce does tend to be affected more than others.</p> <p><u>Job functions that will find AFP of interest include:</u></p> <ul style="list-style-type: none">• CFO / CTO• Brand - Head of E-commerce/Marketing manager• Agency – Account manager <p><u>How does AFP address their challenges:</u></p> <p>CFO – Reduces wasted spend to generate more revenue. Either more results for the same budget or reduce the budget for the same results.</p> <p>Head of E- commerce/Marketing – Raises brand awareness and helps to make more informed decisions based on that data. By preventing non-human clicks, there will be more humans seeing the ads = higher engagement = more CTAs achieved</p> <p>Agency account manager – Being able to deliver better results which also includes user journeys to show what people are engaging with. This could help the agency with messaging etc. Also, as with the Head of e-commerce role, it raises brand awareness and helps to make more informed decisions based on the data. By preventing non-human clicks, there will be more humans seeing the ads = higher engagement = more CTAs achieved</p>
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<p>Elevator Pitch</p>	<p>Veracity's Ad Fraud Prevention is a machine-learning bot detection solution that protects budgets from being wasted by non-human clicks. This is our Veracity Ad fraud detection system where the journey validation tool provides a digital service with information that is useful for deciding whether a visitor is a human or software performing an automated task over the Internet (i.e. a bot). This is all backed up by transparent data and a user journey analysis giving far more than just bot protection.</p> <p>As well as posing a security threat, bots can also significantly affect operational costs and contaminate business analytics with false data, which can lead to flawed decision-making.</p> <p>Online fraud has evolved significantly over recent years, rendering traditional security tools ineffective. Some channels claim to be protecting you, however this is like marking their own homework. They would never want to advise you of the real problem.</p>
<p>How does AFP work? / Positioning</p>	<p>It's extremely likely that automated bots are generating over 50% of the traffic to websites.</p> <p>Bots make up more than 50% of web traffic, and their fake engagement with your Paid Search, Social and PPC ads is known as Ad Fraud. No human audience, no conversion at the end, and data that is ineffective for monitoring, campaign planning and intelligent business growth. Oh, and you're paying for the click too, driving up the market rate. It's an ROI nightmare – but it doesn't have to be.</p> <p>Ad Fraud Prevention by Veracity uses patented, AI-powered bot detection to protect your campaigns, budget and traffic data from fake activity. It takes just minutes to get started, for free, and start defending your Google, Facebook, Instagram and Bing ads.</p>

Whether you're a small business or a huge enterprise, Ad Fraud is costing you money.

Our Ad Fraud Prevention prevents click fraud before it's committed therefore no wasted spend. AFP stops bots, helping companies maintain brand reputation, and avoids costs by fake clicks and losses associated with security issues. AFP reduces the threat of click fraud and helps to reduce waste by preventing the click meaning, no charges.

We build a database of known bots which is shared between all our clients giving you the best form of protection available. Our teams will monitor your protection and make changes where needed to give the best protection. This is something that is done on our end, so no extra tasks for your team.

An example is that Google Analytics says £17,000 for 687 clicks of which only 403 were humans! By having Veracity's AFP in place, we show which of those are real people. You will make different decisions based on this correct true number. This also shows your true CPA not what Google shows you as they don't know which of those clicks are human.

Active campaigns Active channels Active links [Export this table](#)

Title		Impressions	Clicks	Visitors ↓	Bots	Bot %	CPC	CPV	CPA	Wasted spend	Spend
Google_Ads	G	8,978	687	403	284	41.3%	£24.79	£42.26	£2,128.89	£7,040.52	£17,031.11

<p>Why Veracity?</p> <p>Our Unique Selling Points (USPs. Differentiators)</p>	<p>Veracity was born from a digital agency wanting to deliver accurate data and better campaign results to its clients. They saw discrepancies between the channels and client results. Founders, Nigel Bridges, Mike Townend and Stewart Boutcher, developed a solution which combines ad fraud protection with accurate marketing campaign data.</p> <p>Veracity's Ad Fraud Prevention solution is recognised in the industry for championing transparent and accurate marketing data and reducing ad spend waste. It saves wasted budget, makes campaigns far more effective and can improve advertiser's results by up to 50%.</p> <p>We have taken our core IP – the ability to accurately distinguish between humans and 'bots' – and turned that into a solution applicable to all business sectors where it is important that 'bad bots' are not entering and interfering with websites.</p> <p>Unlike other competitors, we don't just offer a one size fits all IP block list, we can tailor this based on criteria to give the best form of protection. This may be industry, sector, location etc.</p> <p>Results can be seen quickly, leading to fast ROAS improvements (more humans for the same ad cost). The longer-term improvement is the ability for the user to genuinely look across multiple channels, campaigns and ads for ongoing ROI improvement. AFP may also integrate into eCommerce applications for true cost/sale/ad type analysis and CRM systems for a full 'feedback' loop.</p> <p>Veracity's unique click fraud detection algorithm illuminates the presence of bots on all your ad campaigns. Campaign data is tracked with unique links to any page on your website or a third-party page. This could be a payment gateway page, booking page or partner page/affiliate page.</p>
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Competitor Analysis

	PRODUCT FOCUS			AD EFFICIENCY									CAMPAIGN EFFECTIVENESS					
	Company focus on bot detection	Product focus on ad fraud	Market focus	Prevents ad spend wasted on bots	Works across primary ad channels: Meta, Google	Works on additional ad channels	PPC and paid social	Record data on visits that go to non-website platforms (such as mobile apps)	Look at all website data not just from ads for active bots to exclude from ads	Shows Impressions, Spend and Cost Per Click (CPC)	Measures and reports on effective Cost Per Human Visitor (CPV)	Show visitor journey in app	Specifically cleanses traces of bots from website analytics so it's only humans (irrespective of origin)	Record leads/orders over time to show Cost Per Lead (CPL) improvements	Record visitor engagement metrics to determine visit quality	Compare effectiveness between different types of campaigns across all channels	Built in analytics platform to show visit quality improvements per ad campaign	
AFP	Y	Y	Anyone	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
ClickGuardian	Y	Y	Anyone	Y	Google only??	Y	N	N	N	N	N	N	N	N	N	N	N	
ClickCease/CHEQ	Y	Y	Anyone	Y	Y	Y??	Y	N	Y	Y	N	Y	N	N	N	N	N	
Clixtell	N	Y	Anyone	Y	Y	Y	Y	N	N	N	N	Y	N	N	N	N	N	
Lunio	Y	Y	Anyone	Y	Y	Y	Y	Y	N	Y	N	N	N	Y	N	N	N	
TrafficGuard	N	Y	Agency	Y	Y	Y	Y	N	Y	Y	N	N	N	Y	N	N	N	
Product focus	Is the product focused on digital ad fraud detection and prevention?																	
Ad efficiency	How good are your ads are driving real humans to your website, and reducing bots?																	
Campaign effectiveness	How well does your website perform to convert these humans?																	

Current customers who we have case studies for

Genpower
 Moneypenny
 Caspian
 Chatter

Company Profiling to uncover

Company Profiling to uncover (not all in the first call)

- Spend per channel
- What are their CTAs?
- Are they global – do they need multiple dashboards under one platform?

Understand/qualifying/probing questions

- Do you see discrepancies between what the channels say and your own metrics?
- Have you noticed any sign ups with incorrect email addresses?
- Does your Google analytics show numbers that don't make sense?

Objection Handling

I already have a Protection Application? Many tools say they do what we do, however some other providers simply share a list and that's all, we are full campaign management who can advise changes to help you get more for your budget

I don't have a problem? Everyone has a problem, no one is immune. You would be surprised how many people think that as they are happy with the results. Imagine being able to deliver more without spending more. This is why we do the 2-week audit to help you see what that impact looks like

What about Integration? Really easy, doesn't affect existing Martech stacks. Veracity simply plugs in and helps to make more informative decisions.

Company Background & Financials:

Veracity was born from a digital agency in 2016 wanting to deliver accurate data and better campaign results to its clients. With a lack of transparency in the ad tech industry, and a growing awareness of ad fraud, the founders, Nigel Bridges, Mike Townend and Stewart Boutcher, developed a solution which combines ad fraud protection with accurate marketing campaign data.

We have taken this core IP – the ability to accurately distinguish between humans and 'bots' – and turned that into a solution applicable to all business sectors where it is important that 'bad bots' are not able to click on paid for ads.