Veracity Trust Network

Veracity and the Digital Advertising Ecosystem

Optimisation Providers

Digital advertising optimisation platforms such as IAS, DoubleVerify (DV), and MOAT perform different, complementary, and non-overlapping functions in the martech and cyber stacks to Veracity.

These solutions are primarily concerned with programmatic ad placement and measurement. Focussing on brand safety (ensuring ads aren't displayed on inappropriate sites or adjacent to inappropriate content) and accurate measurement in programmatic advertising. What they cannot guard against is the growing threat of sophisticated human-spoofing bots that evade traditional bot protection. This can only be achieved with a solution using client-side micro-behavioural analysis such as Veracity.

A Combined Solution

Brand safety and accurate measurement are important functions in advertising strategies, but these providers don't have the ability to filter out sophisticated bots with the level of accuracy that we do. As such, relying solely on IAS, DV, or MOAT means bots will still be wasting your budget, contaminating your analytics and targeting your website for attack.

Successful digital advertising across programmatic, search, and social needs both Veracity and a tool like IAS/DV to offer a complete solution. Protecting your infrastructure, maximising your ad budget, and ensuring brand safety.

If I have IAS, DV, or MOAT do I need Veracity?

The simple answer is yes. Unlike IAS, DV, and similar, we use machine-learning behavioural analysis to accurately block sophisticated bots in search and social ads to prevent the click or impression before the ad networks charge you.

We also block bots in real-time from accessing your website or web app from organic sources (e.g. organic search, affiliate links, email marketing, and more). This is vital for both cyber security and accurate analytics.

	Veracity	IAS	DoubleVerify
Digital ads protection	⬤		
Device/browser fingerprinting	⬤	⬤	
Close to visitor data capture	⬤		
Programmatic platform protection			⬤
Meta and Google Search protection	⬤	Limited	Limited
LinkedIn and TikTok protection	⬤	TikTok only	Limited
Google Audience and YouTube protection	⬤		
Bot impact from affiliate and referral channels reporting	⬤		
Advanced combined machine learning behavioural analysis	⬤		
Website bot protection	⬤		

Veracity Ad Fraud Prevention at a Glance

Blocking bots wherever they come from

We block malicious bots no matter where they come from. And bots detected on one channel are blocked across all to maximise protection.

Accurate data

Our dashboard shows decontaminated data (as opposed to including bots) which can be fed into your existing BI stack for better analysis and insights.

Maximising ad budgets

We detect and block bots on most search and social channels before you pay for the impression or click. Maximising your ad spend.

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Start your free trial