

Let's get you started with

Ad Fraud Prevention

Reducing the impact of bots on your digital advertising is only 3 simple steps away, but if you have any questions during setup please don't hesitate to get in touch for support.

Step 1: Set up your Veracity Protection Platform account

Complete your onboarding questionnaire to ensure your account is setup correctly:

veracitytrustnetwork.com/ad-fraud-onboarding

Sign-up for your Veracity account and verify your email address using the link below:

static.platform.veracitytrustnetwork.com/platform-registration

Once signed in, follow the on-screen prompts to **install the Veracity Bot Detection tag** to your website or web app and connect your Google Ads and Meta Ads accounts.

When your ad accounts are connected, read-only access will automatically be requested for validation and support. Please accept this request.

Note: during the first two weeks of your trial we will be detecting but not blocking bots on your ad campaigns.

Step 2: Onboarding call

Once you're all set up, we'll have a quick call to put your tracking templates in place on your assessment ad campaigns. This step allows our platform to analyse the bot activity on your ads.

The first two weeks of the trial will be running in detect mode (monitoring but not blocking bots), so that we can build a baseline of activity to measure your protection mode results against.

Step 3: Results review call

After the two week trial period, we'll have a call to review the impact of bots on your ads and, with your agreement, switch your campaigns to Protect mode where we start blocking bots and safeguarding your ad budget.

Once you're in Protect mode

Once your ad campaigns are in Protect mode, we will be close at hand to ensure you're making the most of Ad Fraud Prevention and answer any questions you may have.

Week 1: Campaign monitoring

We'll keep an eye on your campaigns and if we spot anything, we'll be in touch. If you need any support you can let us know at any time.

Week 2: Check-in call

We will have a short call to ensure you're getting the most out of Ad Fraud Prevention and answer any questions you may have.

Weeks 3 & 4: Continued campaign monitoring

We will continue to keep an eye on your campaign, and at the end of week 4 we'll have a call to share your first month's results.

Troubleshooting & Cookies

If you haven't installed the Veracity Bot Detection tag or you're having issues, please follow the [instructions here](#).

The tag must be installed on the root web address entered in the registration form, and should be present on all pages you want to protect.

Veracity is functional security software that does not use cookies; therefore it **must not be part of your cookie consent process**. You do not need to refer to the Veracity Protection Platform or Beaconsoft Limited in your Cookie Policy or Cookie Notice.

If you have any issues during setup, please get in touch with [our support team](#) and we will assist you.



Why We're Different

We're the only bot defence platform that sits Beyond the Edge to utilise real-time behavioural analysis to detect and block even the most complex bots.



Powered by abbi

Our patent-pending, machine learning model — abbi — thinks differently. Going beyond basic behaviours to block even the most complex AI threats.

Get in touch

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