

# Blocking sophisticated bots others don't.

Malicious bot protection that goes beyond basic behaviours, to protect your digital ads, websites, and apps from even the most complex threats.

## The Bad Bot Problem

**30%**

of all traffic to websites is from sophisticated malicious bots

**£3.47m**

is the average cost of a data breach in the UK

**50%**

of UK businesses had suffered a cyber-attack or security breach in the previous 12 months

## The Veracity Protection Platform

Our machine-learning, patent-pending, protection platform defends your digital ads and web products from sophisticated bots.

### Ad Fraud Prevention

Protect your online advertising from automated attacks and reduce ad budget waste by up to 66%.

### Web Threat Protection

Protect your website, web app, or mobile app from malicious bots. Minimising vulnerabilities and safeguarding your reputation.





**Cyberattacks keep my investors awake at night. We might be behind in sales or cash is tight, but these things are fixable. Whereas a cyberattack is utter deadly. You need to be prepared and have the right kit. So, with The Veracity Protection Platform in place we feel much more secure.**

Chief Commercial Officer, Navima  
Financial Sector Customer

## Key Features

### <0.01% false positives

Block bots not humans with an incident rate of less than 0.01%. Any higher and we wouldn't be doing our jobs.

### Effortless integration

Combines seamlessly with your existing security stack, and DDoS & WAF solutions, to block the ones they let through.

### Website. App. Wi-Fi Fridge?

With just one line of JavaScript you can protect all your products. Better yet, see all your platforms and channels in one simple dash.

## Benefits of Blocking Bots

### Attack prevention

Blocking malicious bots prevents data theft, account takeovers, phishing scams, and more.

### Data accuracy

Removing bot traffic gives you cleaner data, improved insights, and better strategies.

### Customer experience

Blocking bots saves your resources for humans, delivering a faster, smoother experience.



## 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.



Start your free 14 day  
traffic audit today

Sign-up