

VERACITY

Ad Fraud Protection

VERACITY Ad Fraud Protection is a machine-learning bot detection solution that protects your online advertising from automated attacks. Ad Fraud Protection safeguards your marketing budget and empowers marketers to accurately measure campaign results and get a more effective campaign spend.

Ad Fraud Protection is applicable to any brand or agency spending marketing budget on paid search & social, and PPC. Bot clicks and other invalid traffic waste around 40% of ad budgets. Veracity is currently reducing that waste by up to 66% for brands and agencies, meaning that they get massively better results from their ad spend in terms of spend effectiveness and visitor quality.

What is Ad Fraud?

Ad fraud is any attempt to defraud digital advertising networks for financial gain. Global losses from ad fraud in 2020 were \$35billion and it's estimated that this will increase to a cost of over \$50 billion a year by 2025 (Wfanet.org).

Ad fraud affects all businesses, large and small, that spend money on online advertising. Whether you're spending £1k a month or £100k a month, advertising fraud will be affecting your campaign performance and ROI.

Ad fraud using bots is typically referred to as click fraud and is common in the following types of digital advertising:

- PPC (ads on Google, Bing)
- Social media promoted posts
- Programmatic advertising
- Other paid for media, such as display banner ads
- Influencer marketing

Scammers and criminal gangs frequently use bots and click farms to carry out ad fraud, and funnel the proceeds into organised crime, including money laundering, human trafficking and drugs.

Ad Fraud Protection features:

Ad Fraud Protection detects bots across all channels & blocks them on Facebook, Instagram, Google Search Ads, and Microsoft Search Ads, enabling marketers to reach more people, waste less budget, and improve campaign spend effectiveness.

Key features include:

- **Bot Detection:** reveal & report bot clicks on paid ads for all channels.
- **Bot Blocking:** prevent bot clicks for Facebook, Instagram, Google & Bing search ads.
- **Reaching More People:** fewer bots means more budget to reach more people.
- **Wasting Less Budget:** ad spend works harder to improve spend effectiveness.
- **Data You Can Trust:** - better quality data enables improved decision-making.

Veracity software is installed in minutes with no impact on operations or existing marketing tech.

The VERACITY Advantage

Stop paying for fake traffic and clicks

Ad Fraud Protection helps marketers prevent fake leads and referrals generated by bots wasting their budget and from contaminating marketing campaign metrics.

Prevent data contamination

Improve your customer modelling by preventing fake audiences from contaminating funnel transparency, performance metrics and decision-making insights.

Optimise marketing to realise revenue

Concentrate your efforts and budget on paid marketing channels, campaigns and audiences with higher engagement rates and genuine revenue potential.

Multi award-winning solution

- * Innovation of the Year 2022: *Digital City Awards*.
- * Best Innovation 2022: *Best Business Awards*.
- * Best Marketing Tool 2021: *B2B Marketing Expo Awards*.
- * Best Martech Innovation 2021: *Prolific North Tech Awards*

What do our customers say?

"Veracity detected that 66% of clicks on my Facebook ads were invalid bot clicks. Since using Veracity I have seen a significant reduction"

E-Commerce business

"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."

Digital Agency

"What makes Veracity stand out is its multichannel click fraud detection feature & the metrics it gives us into visitor engagement and cost per engaged visitor. Without this insight into what is really happening on our paid media, we'd be making decisions based on wrong data."

Funding Platform

"We're saving money and sales are going very well. Veracity deals with the problem of click fraud on paid advertising."

E-Commerce business

What Next?

Start protecting your business with a free 14-day Threat Assessment. We'll detect the amount of bot traffic clicking on your ads and demonstrate the bot blocking capabilities.

About Veracity Trust Network

Veracity Trust Network safeguards organisations from the threat of bot attacks. We leverage deep tech machine-learning to address:

- **Security** – minimise vulnerabilities and defend from threats
- **Fraud** – prevent loss and ensure friction-free customer experience
- **Ad Tech** – protect ad spend and keep bot data out of marketing decisions

Security and Fraud challenges are addressed by **VERACITY Website Threat Protection**.

This is a solution applicable to any business operating a website.

Ad Tech challenges are addressed by **VERACITY Ad Fraud Protection**.

We reduce wasted marketing budget for any marketing agency or in-house marketing team that is spending money on paid search and social advertising. We detect bots across all channels & block them on Facebook, Instagram, LinkedIn, Google Search Ads, and Microsoft Search Ads.

Start protecting your business against bot threats. Visit www.veracitytrustnetwork.com