



AD FRAUD PROTECTION

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 \$35 billion and it's estimated that this will increase to a cost of over \$50 billion a year by 2025 (*Wfanet.org*).

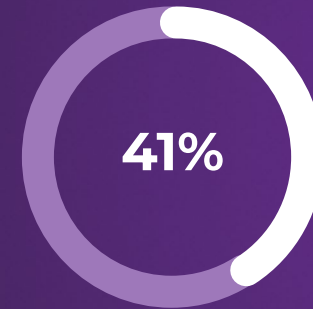
Ad fraud affects all businesses, large and small, that spend money on online advertising.

Whether you're spending £1,000 a month or £100,000 a month, ad fraud will be affecting your campaign performance and ROI.

*Imperva Bad Bot report

**Wfanet.org

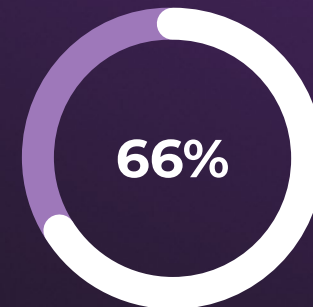
***Beacon client data



of web traffic is bots not humans*



is the 2025 estimate of global losses due to ad fraud**



of your marketing budget could be lost***

What is Ad Fraud Protection?


Veracity Ad Fraud Protection is a 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 up to 40% of ad budgets.

Veracity is currently reducing waste by two-thirds for brands and agencies, meaning that they get massively better results from their ad spend in terms of spend effectiveness and visitor quality.



Veracity detected that 66% of clicks on our Facebook ads were invalid bot clicks. Since using Veracity, we have seen a significant reduction

E-Commerce Business

A market-leading global proven solution, founded in 2016.

We safeguard organisations from the threat of bot attacks, through our deep tech machine-learning solutions which address Security, Fraud and Advertising Technology. We also provide end to end specific success criteria and campaign spend visibility.

This technology is based on our proven Veracity Ad Fraud Protection solution, which helps marketing agencies and brands reduce waste in their digital advertising spend and keep bot data out of marketing decisions.

Veracity Trust Network provides numerous advantages to all organisations, including:



Detecting and preventing bot attacks



Reducing click fraud



Enhancing security



Improving website performance



Providing peace of mind



“

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

Veracity Ad Fraud Protection in detail

Our Veracity Ad Fraud Protection (AFP) platform is a journey validation tool providing valuable information to assist in deciding whether a visitor to a website is a human or is in fact software performing an automated task over the Internet – more commonly known as a malicious bot.

Malicious bots will be detected and tagged to prevent them from engaging with future ad campaigns. The Veracity solution builds a database of known bots which is shared across all clients, in a GDPR-safe manner, exposing no identifiable or confidential data, giving you the best form of protection available.

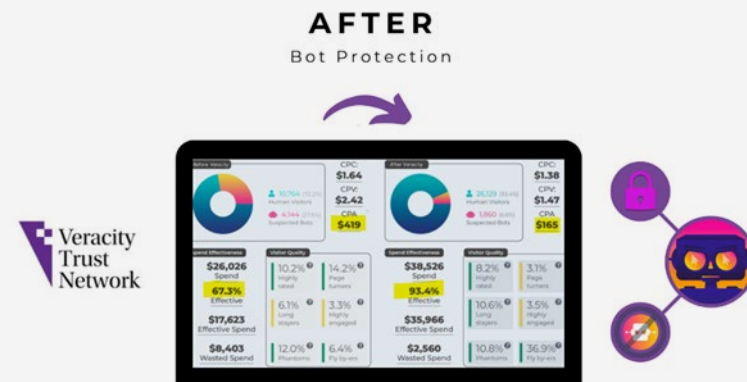
Legitimate bots, such as search engine crawlers, will not be stopped, as they are performing a valuable task.

Automated traffic from malicious bots continues to increase and evolve, rendering traditional security tools ineffective. Besides posing a security threat, bots can significantly affect operational costs and contaminate business analytics with false data, leading to flawed decision-making. Some ad channels claim to provide protection from bots, but at best are protecting against only the least sophisticated attacks and are unwilling to advise you of the real problems that bots present.

Veracity AFP stops bots and helps companies maintain brand reputation, avoid costs from fake clicks and losses associated with security issues. AFP reduces the threat of click fraud and helps to reduce waste by preventing the click. The Veracity solution provides fully transparent decision-making and includes user journey analysis as a valuable addition to bot protection.

Our team 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.

Veracity's Ad Fraud Protection solution is recognised in the industry for championing transparent and accurate marketing data and reducing ad spend waste.






veracitytrustnetwork.com

hello@vtn.live

UK +44 (0) 5603 861 037

US +1 (833) 286 6284

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