

Don't lose by affiliating with fraudsters.

Protect your affiliate program with Anura's fraud solution.

WITH AFFILIATE MARKETING FRAUD, YOUR BUSINESS RISKS:

WASTED AD SPEND

Affiliate fraud wastes your ad spend and rewards fraudsters who have not promoted your products. Instead, they've stolen credit for activity generated by someone else or by random web searches.

LOSS OF LEGITIMATE AFFILIATES

When an affiliate sends legitimate business to you, but the commission goes to an unscrupulous fraudster, trust and reputation are damaged. Good affiliates are more likely to leave your affiliate program.

REDUCED NEW CUSTOMER ACQUISITION

As more of your affiliate marketing budget is diverted to fraudsters, your customer acquisition rate will drop. As even more legitimate affiliates leave, you see fewer new conversions.

POTENTIAL TCPA VIOLATIONS

Fraudulent affiliates may use stolen contact information to generate leads. Since these people didn't actually request your call, you're now exposed to the risk of TCPA violations and fines.

CREDIT CARD CHARGEBACKS

Fraudsters frequently take advantage of the long chargeback cycle to make purchases using stolen card information. When the fraudulent charge is disputed, the payment is lost, plus additional fees may be charged. This loss is then compounded even further as affiliate commissions have often already been paid.



Anura stops affiliate fraud before it starts. Anura digs deeper into your data to help you understand the specifics associated with your affiliate sources. With No False Positives™ and industry-leading fraud identification, you can mitigate affiliate fraud and improve your program's ROI.

Know who you are affiliated with. **Find out with a free trial.**

Anura.io/affiliate-marketing



★★★★★ 5-star reviews on Google — all **earned**, never bought.