

# Ad fraud detection that actually works.

Increase growth and improve marketing results with Anura.

Anura takes the guesswork out of fraud detection. We provide the industry's leading fraud solution with definitive results to improve your conversions and marketing spend. Nobody else delivers the level of accuracy, thoroughness, and analytics to exceed the demands of every industry. Anura's fraud solution provides accurate and effective ad fraud mitigation with a complete suite of features and unparalleled customer service.



## HERE'S WHAT SETS US APART:

### ACCURACY

#### No False Positives™ No Lost Opportunities

- Detects fraud with 99.999% accuracy. No other solution comes close.
- Offers peace of mind knowing you're never blocking real visitors.
- Stays ahead of the curve. Anura continually validates and updates rules and heuristics against true conversion data.
- Gives the highest level of confidence that results are accurate and true fraud is eliminated.

### THOROUGHNESS

#### Find More Fraud™ Maximize Campaign Performance

- Examines and assesses hundreds of data points to continuously improve performance.
- Delivers real-time results with definitive responses identifying real and fraudulent visitors.
- Leverages machine learning with decades of human expertise.
- Uncovers the most sophisticated invalid traffic (SIVT).

### ANALYTICS

#### Proof of Fraud™ Trusted Transparent Data

- Provides access to the complete set of fraud tools you need to analyze traffic in real time.
- Accurately and quickly identifies threats to improve visitor quality.
- Helps you drill down into your data to pinpoint the exact origin of fraud.
- Action plan eliminates fraud in real time.
- Dashboard displays summarized data for granular insight.

“Our team of ad fraud experts has navigated trillions of requests for our customers. Our expertise, ethics, and total dedication is the secret sauce to not only our success – but your success.” – *Rich Kahn*

Founded by the husband-and-wife duo Beth & Rich Kahn, Anura understands the importance of making the most out of every marketing dollar. Our mission is simply to increase our client's growth and improve their marketing results through accurate and effective ad fraud mitigation.

## WHY DO CLIENTS CHOOSE ANURA?

- ✓ Accurate data - no false positives
- ✓ Identifies more fraud
- ✓ Transparent proof of fraud
- ✓ Pinpoint the source of fraud
- ✓ Customer support
- ✓ Detailed analytics dashboard
- ✓ Outstanding reputation
- ✓ TAG certified against fraud
- ✓ Ease of integration
- ✓ Cost benefits
- ✓ Fraud definitions set by us (the experts)

## Don't just survive — thrive.

Contact our team for a free demo and see first hand how Anura can improve your marketing results at [Anura.io](http://Anura.io).



**99.999%** accuracy when identifying fraud



Anura is a TAG Certified Against Fraud Solution



5 Star reviews on Google — all earned, never bought.