Lead generation fraud starts with the lead itself. **1 in every 4 leads** is fraudulent.

Anura identifies fake leads before you call them.

Digital marketers understand that traffic quality is crucial, and a major issue they face is lead generation fraud. This type of fraud aims to mimic genuine visitors and create false leads. **The incentive is always money. Lead generation fraud costs both lead buyers and the companies that generate those leads.**

TCPA VIOLATIONS AND FINES

Using fake leads can lead to TCPA violations and substantial fines, as these leads may contain the personal information of individuals who never consented to being contacted. Businesses can face penalties ranging from $500 to $1,500 per incident.

MISSED OPPORTUNITIES

Chasing after bad leads wastes your sales team's time, letting genuine leads from your campaigns grow cold. This could lead to potential customers choosing a competitor's product before your team has time to reach out, thus costing you sales.

WASTED MARKETING DOLLARS

Fraudulent leads undermine the effectiveness of marketing campaigns, resulting in a failure to achieve desired results and overall a poor ROI. They distort metrics, deceive performance data, squander resources, and exacerbate the strain on the marketing budgets.

WASTED CALL CENTER LABOR

Wasting call center resources on attempts to contact bad leads, including wrong numbers, disconnected numbers, stale leads, wrong information, and confused customers, can result in significant time and monetary losses while yielding minimal or no productive outcomes.

TARNISHED BRAND REPUTATION

Contacting individuals who never provided their information can have a swift and detrimental impact on your brand reputation. This practice can quickly tarnish your brand's image and credibility among customers and potential clients.

DECREASED COMPANY MORALE

Persistent negative outcomes, low conversion rates, and dealing with angry leads contribute to sales staff experiencing increased frustration, demoralization, stress, failure to meet quotas, reluctance to contact new leads, and a negative attitude. These factors collectively erode employee confidence and team morale.

Anura's fraud solution detects fraudulent activity in real-time to stop general invalid traffic (GIVT) and sophisticated invalid traffic (SIVT). While good traffic continues to enjoy a user-friendly experience, you'll discover the power of identifying fraudulent leads before they even finish filling out the form.

Trust in Anura's expertise to safeguard your lead process. **Contact us today!**
Anura.io/lead-generation

Anura is a *TAG Certified Against Fraud* Solution

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

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Anura