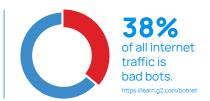# Ad fraud is **affecting** your TCPA compliance.

Every day, ad fraud puts your company at risk — risk of wasted marketing dollars, TCPA violations and fines, and a tarnished reputation. Allowing fraudulent traffic to go unchecked can have long-lasting and damaging effects on your business.

TCPA Violations

The financial risks TCPA violations pose are too significant for any company to ignore. With millions of dollars on the line in the form of fines and class action lawsuits, it's important to know your risk factors and how to avoid them.

1 in 4 leads are fraudulent.

38% of all internet traffic is bad bots.
https://learn.g2.com/botnet

$100B The annual cost to advertisers due to fraud.

One of the biggest contributing factors to TCPA violations is ad fraud, specifically, lead fraud.

The fines for a TCPA violation vary between $500 and $1,500 per incident. So, if a company is accused of contacting 10 people without consent, and they reach out to each of those leads 10 times, that organization could face between $50,000 and $150,000 in fines. Extrapolate that to how many leads your company touches each year. The risk of violations and fines just aren't worth it.

Anura can help.

As the world's most accurate fraud solution, Anura protects your web assets by eliminating bots, malware, and human fraud, ensuring your content is seen by real people. **Anura's accuracy, thoroughness, and analytics are unmatched in the industry.**

Get a **FREE trial** and protect your company from TCPA violations caused by fraud!

Anura is a *TAG Certified Against Fraud* Solution

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

Anura.io · (888) 337-0641 · 114 Sandhill Drive, Suite 104, Middletown, DE 19709

Anura