Inferior fraud solutions <u>aren't saving</u> you money.

HERE'S WHY.

The average vendor misidentifies 1 in 26 real visitors as fraudulent. False positives waste $3,750 of every $100k spent on ad budgets.

What is a false positive?

False positives refer to instances where legitimate visitors from a digital ad campaign—whether through impressions, clicks, form fills, or other actions—are incorrectly identified as being fraudulent. This misidentification can occur due to inaccuracies in the tools you choose for protection.

Why false positives matter?

The average vendor misidentifies 15% of legitimate visitors as fraudulent. This means 1 in 26 real visitors are being marked as fraudulent by inferior solutions. They waste $3,750 of a $100,000 budget. The loses add up the more you spend. For a million dollar budget, you lose $37,500 and lost visitors become lost opportunities.

How Anura is different?

With us, you won't lose a single real visitor. We use machine learning, hundreds of data points, and human expertise, to ensure real activity isn't being flagged as fraud. We guarantee 99.999% accuracy when marking a visitor fraudulent. We deliver long-term savings that far outweigh the costs of cheaper, less reliable solutions.

Is your low cost inferior ad fraud "solution" costing you more?

$3,750	$9,375	$18,750	$28,125	$37,500
$100,000 AD SPEND	$250,000 AD SPEND	$500,000 AD SPEND	$750,000 AD SPEND	$1,000,000 AD SPEND

The red line represents how much money is lost in false positives with an ad fraud solution that isn't accurate. If you spend $100,000 on digital ads, you lose $3,750. The more you spend, the more you lose. With a million dollar spend, you are losing $37,500 just in direct costs – never mind the hidden costs.

Ask yourself, is my inferior ad fraud solution really saving me money? Or is it costing me more?

Anura

What does the inaccuracy of inferior ad fraud solutions really cost you?

Direct Costs

- Immediate lost sales from blocking real customers
- Missed referral and organic growth opportunities
- Direct ad budget losses
- Destructive buyer's journey

Hidden Costs

- Skewed data undermining marketing decisions
- Increased customer acquisition costs
- Missed opportunity for re-targeting
- Wasted resources pursuing fraudulent visitors
- Damage to brand reputation
- Back end fees

For more on the full impact of what you lose to ad fraud, request our eBook:
The Ultimate Guide to Ad Fraud

"Anura avoids false positives and gives us the insights that we need to navigate an always challenging landscape."

— **The Spark Revenue Group**

Anura is 99.999% accurate when marking a visitor as fraudulent. We guarantee it. No false positives. **No lost opportunities**.

When was the last time you tested your ad fraud solution's accuracy?

Just because you have an ad fraud solution doesn't mean you're completely protected. In addition to cutting real visitors, if the solution in place cannot detect and stop sophisticated invalid traffic, you have a false sense of security and likely still have ad fraud going undetected — draining your budget and wasting your time. At Anura, we offer an accuracy guarantee, ensuring that we are 99.999% accurate when marking a visitor as fraudulent.

ACCURACY GUARANTEE

With Anura, you won't lose any genuine visitors or revenue to false positives.
Put us to the test, by comparing your current provider's results with ours, you will see why clients are switching to us.

Get a 15-day FREE Trial.

Anura is a *TAG Certified Against Fraud* solution

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