

Help your company grow with an ad fraud solution that actually works.

Anura protects any company that spends money in the digital space. As the world's most accurate fraud solution, Anura protects web assets by eliminating bots, malware, and human fraud, protecting brands and ensuring digital marketing effectiveness.

Questions to Consider

- ▶ Are you spending over \$50,000 per month on digital marketing?
- ▶ How many clicks, leads, or calls are you processing each month?
- ▶ Do you own and operate your own website(s)?
- ▶ Do you currently have ad fraud detection in place?

What sets Anura apart?

ACCURACY

No False Positives™

- ▶ Anura is 99.999% accurate when marking a visitor as fraud.
- ▶ Other providers mistakenly flag 15% of legitimate traffic as fraud.
- ▶ False positives result in lost opportunities.
- ▶ Accurate identification of fraud without confusing scores.

THOROUGHNESS

Find More Fraud™

- ▶ Anura leverages machine learning and human experience to uncover the most sophisticated invalid traffic (SIVT).
- ▶ Anura's real-time results protect campaign budgets
- ▶ All clients are protected from every newly discovered threat.

ANALYTICS

Proof of Fraud™

- ▶ Your data is available through a dashboard or API.
- ▶ Fraud tools help clients analyze traffic in real-time.
- ▶ Proof of fraud helps you understand why it was marked.
- ▶ Clients can drill down into data to pinpoint the exact origin of fraud.



Why should you choose Anura? The testimonials speak for themselves.

"Picture Anura and other ad fraud solutions like a Venn Diagram. There is a section that overlaps that both Anura and other solutions catch, but then there is the other area. We find that the Anura system catches a lot of stuff the others didn't, and overall, paints a better picture of what is actually happening." — [Apollo Interactive](#)

"There's no more second guessing why click-level traffic is being flagged as bad. Anura detects bad traffic and gives you a clear reason why the traffic is bad... For us, the ability to stop traffic at the click level, preventing it from entering our system and reaching the client, is priceless. We couldn't buy that peace of mind until Anura." — [Digital Media Solutions](#)

Anura filters both SIVT and GIVT

With our innovative and powerful solutions, you can combat both SIVT and GIVT. Our Anura Script™ and Anura Direct™ installation methods work independently or together providing a cutting-edge defense against fraud.

Anura Script™

- Identifies the most complex types of fraud, known as sophisticated invalid traffic (SIVT).
- Provides real-time responses for real-time actions.
- Allows for simple JavaScript integration.

Anura Direct™

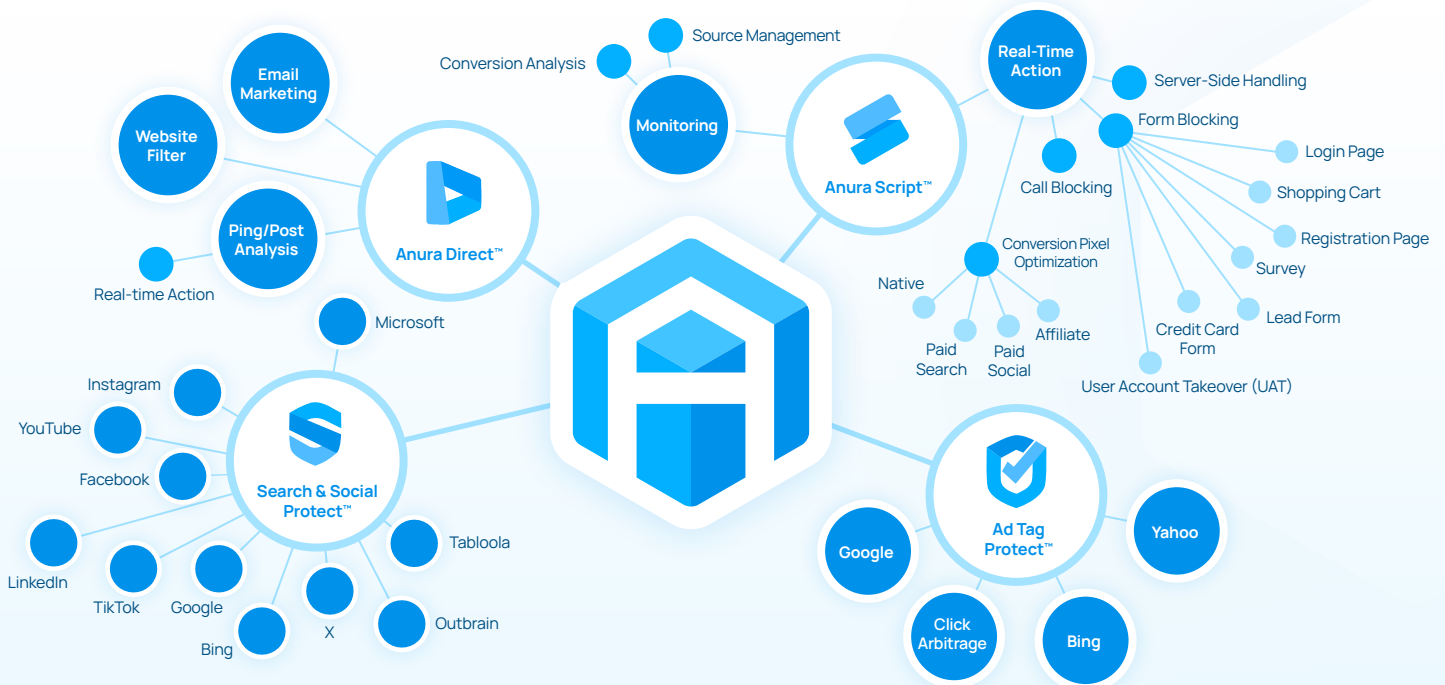
- Designed to identify the most common types of fraud, known as general invalid traffic (GIVT).
- Streamlined for speed by responding in milliseconds.
- Allows for simple integration using REST API.

Search & Social Protect™

- Anura protects ads from fraud on major advertising platforms.
- Prevents various fraud types, eliminating refund needs.
- Enhances ad conversions and ROI, ensuring genuine user engagement.

Ad Tag Protect™

- Essential ad tag protection for publishers' digital assets.
- Ad tags face fraud risks like bots and fake clicks.
- Anura safeguards ad tags, protecting Google AdSense, Bing, and Yahoo accounts effectively.



Anura is recognized as the leading expert in ad fraud technology.



Try Anura Free for 15 Days!

Experience the most accurate ad fraud detection solution available. Sign up for our **15-day free trial** and see firsthand how Anura can protect your digital assets, eliminate fraud, and enhance your marketing effectiveness. Don't miss out on this opportunity to safeguard your investments—start your trial today!

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