

Stop programmatic fraud and put your ad spend back to work.

On average, 50% of programmatic spend is wasted on fraud.

Bots, malware, and human fraud farms inflate clicks and impressions, creating activity that looks good in reports but produces no real value.



Programmatic fraud harms advertisers in many ways

DECREASED ROI

On average, half of your programmatic spend can be lost to fraud, driving up cost per lead and cost per conversion, while real users never see your ads.

DAMAGED BRAND REPUTATION

Programmatic placements can land your ads on MFA sites or pages that don't align with your brand, undermining trust with consumers.

SKewed ANALYTICS

Fraud skews analytics, making weak channels look strong. This pushes budget and optimization efforts in the wrong direction.

AT-RISK MARKETING BUDGET

Lost performance and wasted spend put pressure on marketing teams. Leadership may cut or reallocate funds when results don't match costs.

INCREASED OPERATIONAL COSTS

Fighting fraud alone drains resources. When teams try to handle it in-house, they ultimately realize they lack the time, resources, and knowledge needed to handle it properly.

LOST TIME AND RESOURCES

Sales teams follow up on invalid leads. IT teams identify and remove malware. Marketing teams troubleshoot misleading data. Time gets wasted, and time costs money.

Take Control of Your Programmatic Advertising

With 99.999% accuracy when marking a visitor as fraudulent, Anura identifies invalid traffic from bots, malware, and human fraud farms so that you can take action to block fraud on flagged domains. Protect your data, improve ROI, and ensure your ads are seen by real people.

Stop wasting spend - **get Anura** and ensure your ads reach real, verified users.
Anura.io/programmatic



Anura is a TAG Certified Against Fraud Solution



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