

# 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?

### UNMATCHED ACCURACY

#### 99.999% accurate when identifying visitors as bad

- ▶ Marks fraud only with certainty.
- ▶ Never blocks real, legitimate users. No false positive.
- ▶ Accuracy is guaranteed.

### ACTIONABLE ANALYTICS

#### Gain insights with our in-depth dashboard

- ▶ Provides comprehensive insights into traffic quality.
- ▶ Pinpoints exact sources of fraud. No guessing.
- ▶ Targeted action to eliminate fraud.

### INTEGRATION FLEXIBILITY

#### Hands-on guidance with unparalleled customer service

- ▶ Seamless and flexible integration.
- ▶ No tech team required for integration.
- ▶ Live unmatched support at every step.

## 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](#)

# Comprehensive protection against SIVT and GIVT

Identify and block sophisticated invalid traffic (SIVT) and general invalid traffic (GIVT), including bots, malware, AI-assisted fraud, and human fraud, in real-time with Anura's fraud prevention technology.

## Anura Script™

- Detects and blocks GIVT & SIVT.
- Stops bots, malware, AI-assisted, and human fraud in real-time.
- Simple JavaScript integration.

## Anura Direct™

- Detects and blocks GIVT.
- Millisecond response times.
- Simple integration with REST API.

## Anura IPDB™

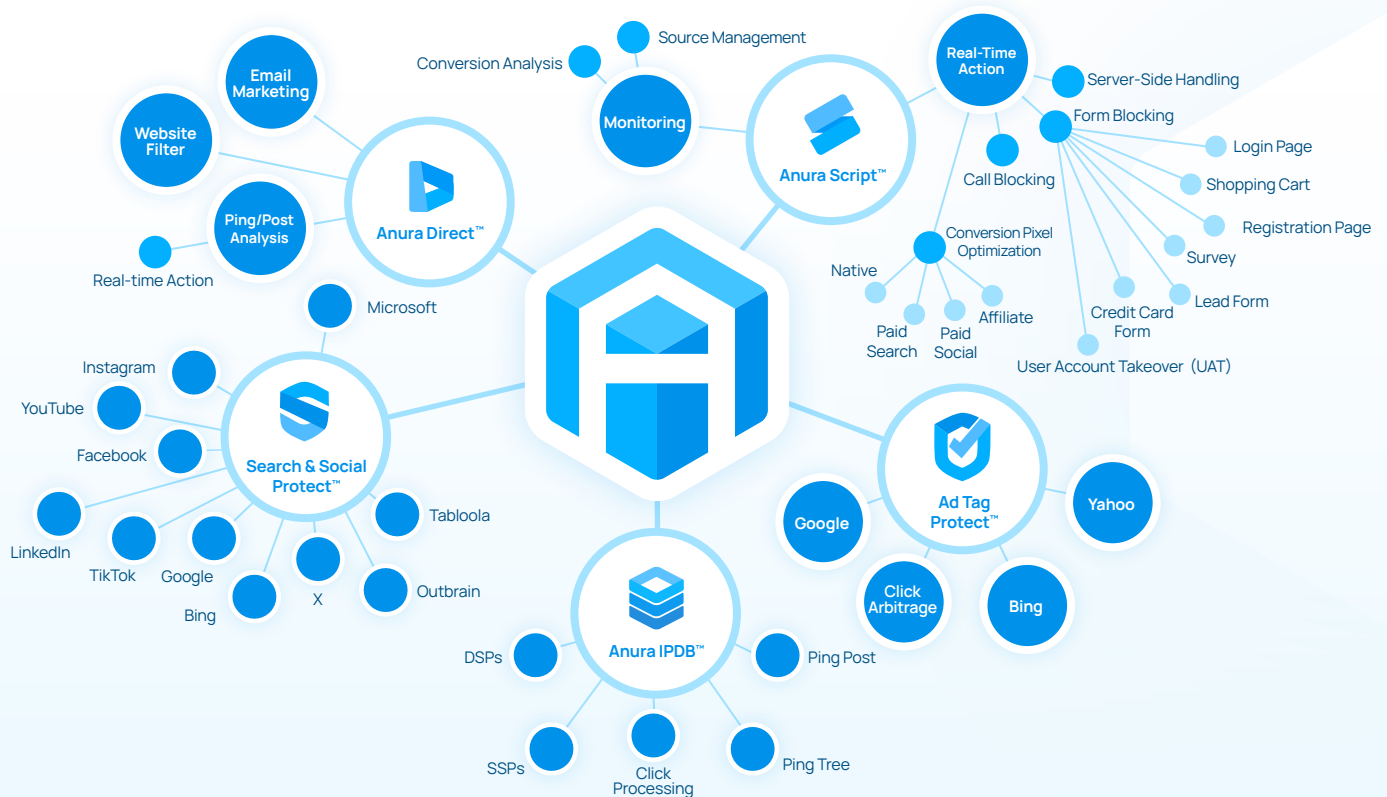
- Locally deployed IP intelligence database.
- Real-time detection of IVT.
- ~1 millisecond (ms) lookup.

## Search & Social Protect™

- Protects paid search and social campaigns.
- Blocks fake clicks and invalid engagement.
- Improves traffic quality and ROI.

## Ad Tag Protect™

- Protects ad tags from bots and fake clicks.
- Helps safeguard publisher revenue.
- Supports major advertising platforms.



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



See What Fraud is Costing You. Get a Free Traffic Quality Audit.

✓ No Cost ✓ No Obligation ✓ No Credit Card Required

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