nura

Anura.io is an ad fraud solution designed to increase campaign performance by reducing wasted ad spend, chargebacks, TCPA issues, and more. Anura mitigates ad fraud by accurately exposing bots, malware and human fraud.

Use Cases

Affiliate Management
Protect your affiliate marketing program from fraudulent affiliates stealing your profits.

Lead Generation
Stops bots, malware and human fraud from causing your sales team to wasted time and money following up on false leads that will never covert into a sale.

eCommerce
Stop bad actors from defrauding your eCommerce site to reduce chargeback rates, protect your merchant account, and prevent product or service loss.

Click Protection
Distinguishes between legitimate and illegitimate clicks performed by bots, malware, and human fraud alike.

Mobile
Helps prevent ad fraud on mobile devices, including browsers, app installations, and in-app advertisements.

Phone Calls
Prevent fraudsters from scraping phone numbers off of web assets and generating fraudulent calls to falsely boost campaign performance.

TCPA Compliance
Helps prevent violations from contacting false leads of people who did not give you express permission to call.

Programmatic Campaigns
Anura provides detailed analytics to help you optimize campaign performance resulting in improved conversions and increased brand exposure.

ACCURACY
Detect fraud with precision via a robust, fine-tuned solution that delivers virtually no false positives. Get the peace of mind that comes with knowing you're never blocking real visitors. Consistently validating rules and heuristics against true conversion data.

THOROUGHNESS
Capture hundreds of data points about your traffic to learn more about who is visiting your web assets and how you can improve performance. Leverage machine learning combined with decades of expertise to find even the most sophisticated fraud, ensuring no stone is left unturned.

REAL-TIME REPORTING
Provides real-time actionable data to pinpoint the exact source of fraudulent activity.

TRAINING
Provides live virtual individual or group training to make sure your team fully understands and uses Anura to its fullest potential to combat different forms of fraud in various environments.

INTEGRATION
Anura offers simple and flexible integration methods. Anura is also pre-installed in many popular platforms including WordPress and Google Tag Manager.

CERTIFICATIONS
Anura is TAG Certified Against Fraud as a certified leader in fighting ad fraud in the digital marketing space.

Free Trial

Our free trial is available so you can see how our solution works with your business to provide protection against bots, malware, and humanfraud schemes that impact your bottom line.

[Contact Us](#)