

# How to Select an Ad Fraud Solution :

A guide to choosing the right ad fraud detection solution





# Table of Contents

<b>Introduction</b>	<b>3</b>
<b>Chapter 1: Identify the Need</b>	<b>4</b>
<b>Chapter 2: Getting a Return on Investment</b>	<b>7</b>
<b>Chapter 3: Accuracy and Custom Reporting</b>	<b>9</b>
<b>Chapter 4: Compliance and Regulatory Support</b>	<b>11</b>
<b>Chapter 5: Seamless Integration</b>	<b>13</b>
<b>Chapter 6: Trial and Proof of Concept</b>	<b>15</b>



# Introduction

Whether your organization already has an ad fraud detection solution in place but is looking for something new, or you are just beginning your search in this space, it is crucial to understand that not all ad fraud detection solutions are created equal. Choosing the right partner with the appropriate platform is essential to ensure that you can effectively tackle ad fraud and achieve your ad campaign goals. This eBook will help you select the right ad fraud detection solution for your organization, enabling you to allocate more time and resources to developing and operating your business.

**“It is crucial to understand that not all ad fraud detection solutions are created equal.”**





# Chapter 1: Identify the Need

Ad fraud can have detrimental effects on your ad campaigns, causing your marketing dollars to be wasted and campaign performance to suffer. To address this issue, organizations require a robust ad fraud detection solution that can validate visitors in real time. By investing in such a solution, organizations can alleviate the burden of low campaign performance and achieve better marketing results.

## Signs of Ad Fraud Impact

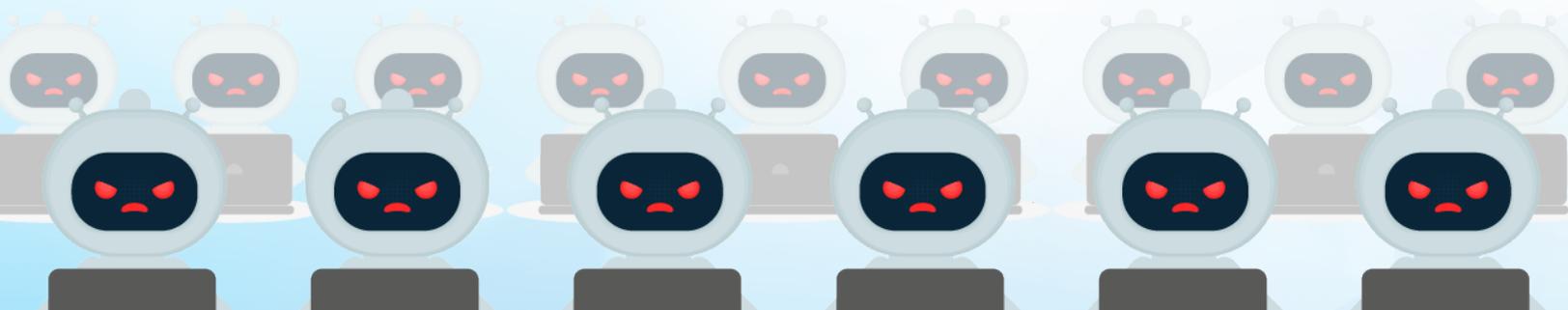
It is important to recognize signs that your ad campaign may be affected by fraudulent traffic. By being aware of these indicators, you can take proactive steps to mitigate the negative impact. Some common signs include:

### HIGH NUMBER OF IMPRESSIONS OR CLICKS WITH LOW CONVERSION RATES OR HIGH BOUNCE RATES

If you notice that your ads are receiving a significant number of impressions or clicks but are not generating conversions or have a high bounce rate, it could be an indication of fraudulent activity. Fraudsters may be artificially inflating engagement metrics to make it appear as if your campaign is performing well when it is not.

### POOR INBOUND LEADS FROM FORM SUBMISSIONS OR OUTREACH CAMPAIGNS

If you are experiencing a high volume of form submissions or outreach responses but find that the quality of leads is low, it could be a sign of ad fraud. Fraudulent traffic can result in a waste of resources and time, as these leads are unlikely to convert into valuable customers.





## CUSTOMER CHARGEBACKS OR COMPLAINTS

Ad fraud can lead to dissatisfied visitors who may file chargebacks or complaints about the products or services they received. These issues not only result in financial losses but also damage your brand reputation.

## ANOMALIES IN AD CAMPAIGN DATA OR VISITOR TRAFFIC

If you observe unusual patterns or inconsistencies in your ad campaign data or visitor traffic, such as sudden spikes or drops in traffic, it could indicate fraudulent activity. Analyzing your data regularly can help you identify these anomalies and take appropriate action.

## COMPLIANCE ISSUES WITH REGULATIONS

Ad fraud can involve activities that violate regulations, such as the Telephone Consumer Protection Act (TCPA). Ensuring compliance is crucial to maintain a positive brand image and avoid legal consequences.





## The Importance of an Ad Fraud Detection Solution

Whether your organization is already experiencing the negative effects of ad fraud, or you want to proactively protect your ad campaigns, investing in an ad fraud detection solution is essential. Here's why:

**PROTECTION OF MARKETING BUDGET:** Ad fraud detection solutions help identify and filter out fraudulent traffic, ensuring that your marketing budget is spent on genuine visitors who are more likely to convert. By eliminating ad fraud, you can maximize the return on your marketing investment.

**IMPROVED CAMPAIGN PERFORMANCE:** Ad fraud distorts campaign performance metrics, making it difficult to accurately assess the success of your marketing efforts. With an effective ad fraud detection solution, you can obtain reliable data and insights, allowing you to optimize your campaigns and make data-driven decisions.

**ENHANCED USER EXPERIENCE:** Fraudulent traffic can negatively impact the user experience on your website or app. By detecting and blocking fraudulent activity, you can provide a better experience for legitimate visitors, leading to increased engagement and conversions.

**SAFEGUARDING BRAND REPUTATION:** Ad fraud can harm your brand's reputation by associating it with spammy or low-quality websites. Protecting your brand's integrity is crucial for building trust with your target audience and maintaining long-term customer relationships.

**COMPLIANCE AND LEGAL PROTECTION:** Ad fraud detection solutions can help you stay compliant with industry regulations, such as the TCPA, by identifying and mitigating potential compliance issues caused by fraudulent activities.

Identifying the signs of ad fraud is essential for organizations to address the negative consequences it can have on ad campaigns.



# Chapter 2: Getting a Return on Investment

Ad fraud can significantly impact the success and return on investment (ROI) of your advertising campaigns. With a significant portion of traffic being fraudulent, it's essential to evaluate the effectiveness of your ad fraud detection solution.

## Understanding the Cost of Ad Fraud

Ad fraud can undermine your marketing efforts and waste your ad budget. Approximately 25% of website traffic is fraudulent, which directly affects your conversion rates and drains your advertising resources. It's crucial not to dismiss the impact of ad fraud on your organization. While you may believe your current marketing platform is robust enough to catch ad fraud, it's essential to assess its effectiveness objectively and ensure you're getting the best ROI.



## Evaluating Ad Fraud Calculators

To determine the potential cost of ad fraud to your organization, use an ad fraud calculator. This tool provides insights into the financial impact of fraudulent traffic and can help you understand the extent of your losses. By quantifying the problem, you can make informed decisions and take proactive steps to address ad fraud effectively.

Consider the following factors to ensure you choose the best solution for tackling ad fraud

While the financial impact of ad fraud is crucial, there are other essential criteria to evaluate when selecting an ad fraud detection solution.

## Customer Support

Assess the levels of customer support provided by the solution. Reliable and responsive customer support is vital to address any issues promptly and maximize the effectiveness of the solution.

## Accuracy

Evaluate the platform's accuracy in identifying bots, bogus clicks, and other fraudulent activities. A highly accurate solution will minimize false positives and provide reliable insights into the legitimacy of traffic.

### Confidence Level

Understand the confidence level associated with each determination of valid and fraudulent traffic. A solution that provides clear and confident classifications will enable you to make informed decisions and take appropriate actions.

### Database and Analytical Tools Updates

Check the frequency of updates to the solution's databases and analytical tools. Regular updates ensure that the solution remains effective in identifying the latest ad fraud trends and patterns in global traffic.

### Real-Time Decision Making

Consider the speed at which the platform can make decisions on the validity of incoming traffic. Real-time decision making enables quick response and mitigation of fraudulent activities.

### Track Record

Research the track record of the company providing the ad fraud detection solution. Look for evidence of their success in rooting out ad fraud and their commitment to combating fraudulent activities.

### Available Resources

Assess the availability of tools, documentation, integration guides, and other resources offered by the solution provider. These resources can help you achieve maximum performance and seamlessly integrate the solution into your existing infrastructure.

**Getting a solid return on investment from your ad fraud detection solution is essential for optimizing your marketing budget and protecting your ad campaigns.**





# Chapter 3: Accuracy and Custom Reporting

Understanding the true meaning behind ad fraud metrics and having access to accurate and definitive data is crucial for selecting the right ad fraud detection solution. Many providers rely on “vanity metrics” that may appear advanced but lack definitive determinations.

## DEFINITIVE DETECTION VS. PROBABILITY SCORING

When evaluating an ad fraud detection solution, it's essential to determine if it provides definitive determinations of fraudulent traffic. Some solutions rely on probability scoring models or basic filters, which may not provide a clear distinction between legitimate and fraudulent visitors. Look for a solution that goes beyond vanity metrics, such as viewability or non-human traffic, and offers accurate and definitive assessments of visitor legitimacy.

## ACTIONABLE, REAL-TIME DECISION-MAKING

To make informed decisions about your ad campaigns, an effective ad fraud detection solution should provide actionable and real-time data. Consider whether the solution offers an Application Programming Interface (API) that allows you to process and access data according to your specific needs. This is particularly important for eCommerce vendors who need to determine visitor validity before processing transactions and incurring transaction fees. Real-time data empowers you to take immediate action and optimize your campaign performance.

## DASHBOARD AND REPORTING CAPABILITIES

Evaluate the strength of the ad fraud detection solution's dashboard and reporting capabilities. Look for an intuitive dashboard that provides an interactive experience and enables you to access and analyze data easily. Custom reporting is also valuable, as it allows you to generate reports tailored to your specific requirements. Ensure that the information presented is reliable, definitive, and easy to understand. The ability to search, filter, and view trends using multiple metrics or analyze individual visitors is crucial for gaining deep insights into your ad campaign performance.



## Anura's Approach

Anura offers an ad fraud detection solution that delivers accurate and actionable results. With access to billions of daily transactions, Anura leverages machine learning to continuously improve accuracy. By collecting performance feedback from clients, Anura enhances its algorithms, ensuring reliable and definitive determinations of fraudulent traffic.

Anura's intuitive dashboard provides an interactive and user-friendly experience. The solution offers custom reporting capabilities, allowing you to generate reports tailored to your specific needs. The data used by Anura to determine the validity of web traffic is highly accurate, providing you with confidence in the insights and decisions made. With Anura, you can analyze overall trends, search and filter data, and scrutinize individual visitors, enabling you to optimize the impact and performance of your ad campaigns.

**Selecting an ad fraud detection solution with accurate determinations and custom reporting capabilities is vital for optimizing ad campaign performance. Ensure the solution goes beyond probability scoring and provides definitive assessments of visitor legitimacy.**





# Chapter 4: Compliance and Regulatory Support

When combating digital ad fraud, responsibility lies with various stakeholders, including publishers, platforms, brands, agencies, and compliance and regulatory bodies. However, as the owner of web assets, the ultimate responsibility rests with your organization. It is crucial to select an ad fraud detection solution that not only fights fraudulent traffic but also supports and complies with leading regulatory bodies and advertising associations.

## Support for TCPA Compliance

One vital aspect of ad fraud detection is ensuring compliance with regulations such as the Telephone Consumer Protection Act (TCPA). The selected ad fraud detection solution should effectively vet leads at the individual visitor level, allowing your organization to make calls to potential customers confidently. Verify that the solution offers robust features to support TCPA compliance and safeguard your organization from potential violations.



## Participation in Trustworthy Accountability Group (TAG) Certification

Consider whether the ad fraud detection solution provider is certified against fraud by reputable third-party organizations such as the Trustworthy Accountability Group (TAG). TAG's Certified Against Fraud Program validates that the partner meets industry standards for combatting ad fraud. Partnering with a certified provider demonstrates their commitment to best practices and can instill confidence in their capabilities.



## Understanding of Media Rating Council (MRC) Guidelines

Evaluate whether the ad fraud detection solution adheres to the guidelines established by the Media Rating Council (MRC) for ad verification services. The MRC's guidelines outline acceptable methods and practices for conducting digital ad verification. Ensuring the selected solution aligns with these industry standards demonstrates their commitment to transparency and reliability.





## Continuous Screening and Compliance

To maintain compliance and minimize the risk of fraudulent activity, your organization should continuously screen traffic through an ad fraud detection solution. By consistently monitoring traffic, you can increase the chances of validating real and legitimate visitors while refining your ad campaigns. This approach helps maintain compliance and ensures that your forms are filled out by genuine individuals.

Compliance with regulations and industry standards is essential when selecting an ad fraud detection solution. Look for a solution that supports TCPA compliance, participates in certification programs like TAG's Certified Against Fraud, and aligns with the MRC's guidelines for ad verification. By partnering with a compliant solution, you can protect your organization from legal and reputational risks. Continuously screening traffic through the ad fraud detection solution will further enhance compliance efforts and ensure that only real, legitimate visitors interact with your web assets.





# Chapter 5: Seamless Integration

Choosing an ad fraud detection solution that integrates seamlessly with your existing web assets and online platforms is a pivotal consideration for your organization. Absence of built-in APIs and a diverse network of partners could mean missing out on a comprehensive overview of your visitors.

Given that your web platform is unique and adaptable, it's crucial that your chosen ad fraud detection solution not only operates efficiently within this environment but also integrates without disruption. During the selection process, it's worth investigating the integration types supported by the potential solution and how different integration models might influence the volume, velocity, and variety of data returned for analysis.

For instance, some solutions monitor server-to-server interactions between the user and your web assets, while others rely on code embedded within your assets. Some may even use a combination of both. It's worth understanding how these approaches affect the data collected.

Consider Anura, for example. Engineered by professionals with decades of experience, Anura offers two versatile implementation options that ensure smooth integration, irrespective of your website's structure: Anura Script™ and Anura Direct™. Anura amasses hundreds of data points about your incoming traffic, offering detailed analytics that enhance your organization's marketing decision making process.

## Anura Script™

Anura Script utilizes embedded JavaScript on the client side of your web assets, representing our most thorough method of collecting visitor data. With the capability to identify even the most sophisticated fraud in real time, Anura Script relies over 800 data points for each visitor.

### Key features of the solution include:

Broad-ranging analysis techniques that identify general invalid traffic (GIVT) and sophisticated invalid traffic (SIVT)

Optimization for conversions and post-click analysis

Detailed explanation of why a specific traffic segment was flagged, providing crucial insights for your marketing decisions



### Anura Direct™

Best suited for server-to-server communication or scenarios with limited visitor information, Anura Direct provides real-time analysis—in milliseconds—in time-sensitive situations, making it ideal for click analysis and programmatic campaigns. Server-to-server calls to Anura's backend facilitate a pre-bid analysis of traffic, allowing potential fraud detection even in unpredictable environments.

#### With Anura Direct, your organization:

Receives speedy responses necessary to ascertain the quality of traffic

Enjoys the advantage of constantly updated performance data from our clients, enhancing our accuracy

Benefits from integrated analytics, enabling a deep dive into every aspect of your campaigns and traffic sources

### Partner Integration

The ability of an ad fraud detection solution to integrate with your organization's existing and future digital advertising ecosystem should not be underestimated. As no single solution in the digital advertising space can holistically manage your ad campaigns and marketing programs, it is increasingly vital for these tools to integrate easily and share data.

Since its inception, Anura has collaborated with an extensive network of partners in the marketing and digital advertising space. This network can assist your organization in optimizing campaign performance through seamless integration.

**Anura's collaboration with these partners enables an integrative approach to marketing, providing your organization with a holistic view of its marketing and advertising performance.**



# Chapter 6: Trial and Proof of Concept

Taking on a long-term commitment with any solution can be daunting, especially when it comes to ad fraud detection solutions which can significantly impact your organization's operations. Thus, it's often wise to start with a trial or a proof of concept (POC) period. This step allows you to assess the effectiveness and compatibility of the ad fraud detection solution within your specific context.

In recognition of this, Anura offers a 15-day free trial. This trial period gives you ample time to test-drive the solution. It enables you to measure the solution's performance against your predefined metrics and objectives. Such a period could involve testing specific aspects of the solution, such as its integration with your existing web assets, how effectively it identifies fraud, and how it affects your overall workflow.

During the trial, pay particular attention to:

## **Ease of Implementation**

How easy is it to integrate the solution with your current web assets and systems? Are there any potential conflicts or problems you need to be aware of?

## **Performance Metrics**

Does the solution meet or exceed your predefined metrics? This could include the speed of detection, the accuracy of fraud identification, or the impact on overall system performance.

## **Support and Assistance**

How responsive and helpful is the solution's support team? During the trial, you will likely encounter issues that need resolving, making this an excellent time to evaluate the support team's effectiveness.

## **User Experience**

How does the solution affect the user experience on your platform? It's vital that while the solution detects and prevents fraud, it doesn't negatively impact genuine users.

## **Reporting and Analytics**

Are the solution's reporting and analytics capabilities up to the mark? Insightful, detailed reports can help your team make informed decisions.



## Find a solution that fits seamlessly into your existing operations while providing robust ad fraud detection.

At the end of the trial, you should have a clear understanding of how the ad fraud detection solution operates within your environment and whether it fulfills your organization's needs. This invaluable experience helps you make an informed decision and mitigates the risk of investing in a solution that doesn't meet your expectations or needs. Remember, the aim is to find a solution that fits seamlessly into your existing operations while providing robust ad fraud detection.





Experience the **power** of Anura to discover just how much fraud you have—and where the fraud is coming from—with a FREE trial!

Contact Anura today and request a 15-day fully functional trial of our ad fraud solution. Find out how easy it is to put a stop to ad fraud before it eats away at your marketing budget!



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