



fraud0.

Fraud protection in online marketing

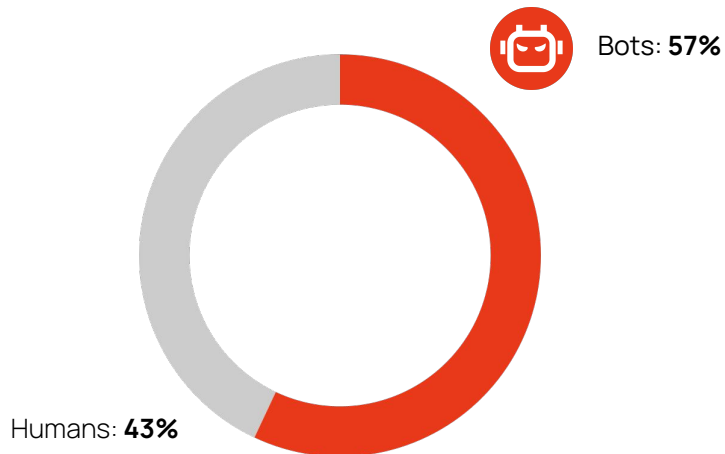
APRIL 2022

#CyberSecurity
#AI
#B2B SaaS

d3con

THE FUTURE OF
DIGITAL ADVERTISING

57% of global web traffic is bot-generated



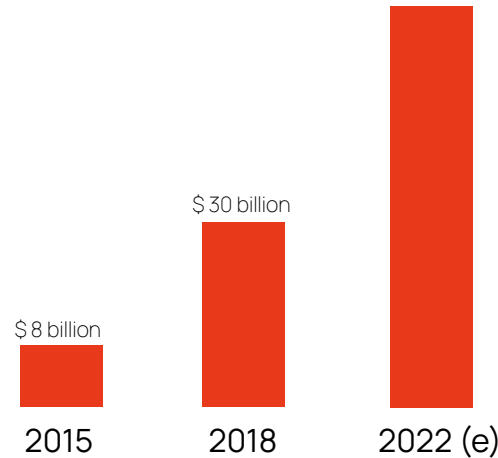
From a problem for a few ...



Warehouse full of
PS5 near Munich

... to an issue for anybody
spending money on Digital Marketing

\$ 65 billion lost to ad fraud



1 in 6 ad clicks

fake or low-quality



or



1
Set up **fake sites**

2
Buy **fake traffic**

3
Sell **fake ads**

*Autogenerated & optimized for high value search keywords & content

But my DV/IAS report says IVT is <1%?

“

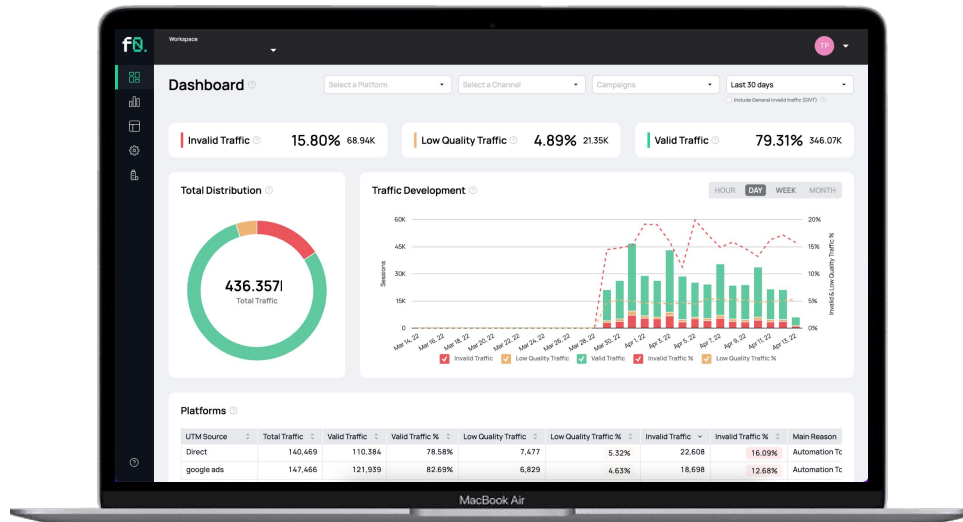
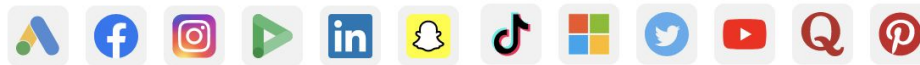
Fraudsters easily avoid detection from DV, IAS ... that means traffic gets marked as valid even through it's not from humans.



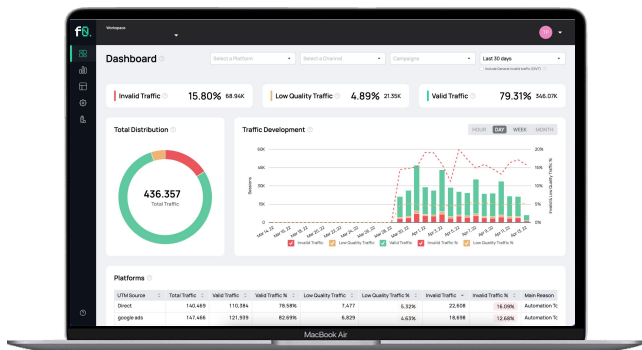
Dr. Augustine Fou

Fighting fraud with real-time ML

Protecting your ad budget on



Get actionable insights



Fraud by

- Platform
- Campaign
- Keyword
- Geo
- ...

Auto-block unwanted traffic



How much of your marketing

is wasted?

1%, 13%, 36%?

Find out
14-days free trial

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