Protect Ad Budgets with Accurate Click Fraud Protection

According to BI Intelligence, 4 out of 5 brand marketers state that click fraud is their biggest digital media planning concern. Similarly, more than 3 in 5 media agencies also state that click fraud is one of their biggest digital media planning concerns.

UNDERSTANDABLY SO AS CLICK FRAUD COSTS ADVERTISERS BILLIONS PER YEAR IN WASTED BUDGETS.

CLICK FRAUD IS USUALLY DRIVEN BY ONE OF TWO THINGS:

ADVERTISERS

looking to sabotage their competitors by driving up their costs and stealing their budget cap, and clicking on the ads displayed on their own sites to generate more revenue for themselves.

WHEN YOU WORK WITH A FRAUD PREVENTION PARTNER

YOU REMOVE THE ADDED STRESS WORRYING IF YOUR PAID SEARCH INITIATIVES ARE COMPROMISED.

The right partner should help to:

- Improve ROI & Budget Spend
- Receive Better Quality Clicks & Traffic
- Reach More Potential Clients & Maximize Fraud & Abuse

YOU REMOVE THE ADDED STRESS WORRYING IF YOUR PAID SEARCH INITIATIVES ARE COMPROMISED.

Accurate Detection Without False-Positives

Protect ad budgets with accurate click fraud protection, built for detecting the worst bots and malware.

RESIDENTIAL PROXY DETECTION

 Detect bots and residential proxies that are the leading threat to advertisers in today’s climate. Detect residential proxies with 40% greater accuracy than any other provider.

REAL-TIME BOT & DEVICE FINGERPRINTING

 Detect spoofed devices, users lying about their location, advanced bots, and non-human traffic with ease using our device fingerprinting technology.

IP REPUTATION SCORING

Detect high risk IP addresses with known abusive behavior across a wide variety of issues from click fraud to using stolen credit cards. The same IP’s used for other types of abuse around the web are also used for click fraud.

Residential Proxy Detection

Detect residential proxies that are the leading threat to advertisers in today’s climate. Detect residential proxies with 40% greater accuracy than any other provider.

User PPC or Ad Click

Residential Proxy Detection

Detect residential proxies that are the leading threat to advertisers in today’s climate. Detect residential proxies with 40% greater accuracy than any other provider.

Bot & Device Fingerprinting

Detect spoofed devices, users lying about their location, advanced bots, and non-human traffic with ease using our device fingerprinting technology.

IP Reputation Scoring

Detect high risk IP addresses with known abusive behavior across a wide variety of issues from click fraud to using stolen credit cards. The same IP’s used for other types of abuse around the web are also used for click fraud.

Accurate Detection Without False-Positives

Protect ad budgets with accurate click fraud protection, built for detecting the worst bots and malware.

PROACTIVELY PREVENT FRAUD FOR LESS HEADACHES AND GREATER PROFITS.

WANT TO LEARN MORE?

IPQualityScore’s email verification (and additional suite of anti-fraud tools) are an easy solution to automate quality control by preventing fraudsters, suspicious transactions and malicious users.

WWW.IPQS.COM/DEMO