

IPOS Click Fraud Prevention

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 meeting their budget caps early on in the day.

AD PUBLISHERS



clicking on the ads displayed on their own sites to generate more revenue for themselves.

WHEN YOU WORK WITH A

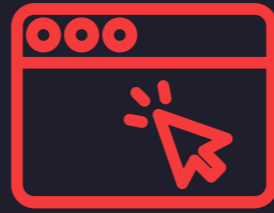
FRAUD PREVENTION PARTNER

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



Minimize Fraud & Abuse

PREVENT CLICK FRAUD AND BLOCK FRAUDULENT TRAFFIC

USER PPC OR AD CLICK



Residential Proxy Detection

Identify 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.



Bot & Device Fingerprinting

Identify 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 IPs 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.IPOS.COM/DEMO