



Real-Time Ad Fraud Detection & Prevention

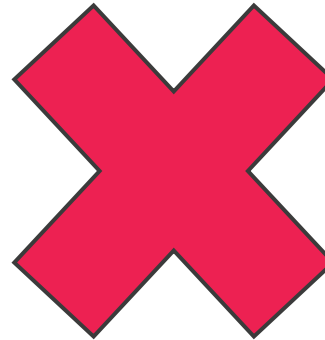
escalated.io

The Problem With Malvertising

MALICIOUS ADS COMMIT **AD FRAUD** WITH DECEPTIVE BEHAVIOR

Publishers

- Bad ads force malicious behavior
- User experience is immediately compromised, revenue opportunity lost
- Complaints are generated
- Your reputation and trust is questioned
- Portion of audience leave permanently, expected lifetime values cut short and never realized
- **Malvertising disrupts your business and steals profits**

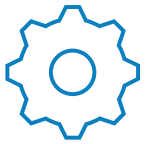


Platforms

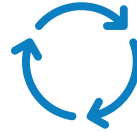
- Malicious ads are hard to detect. Many unique creatives, bad behavior changes frequently
- Malvertising strains client relationships
- Every outbreak damages your reputation
- Costs you needless amount of support hours
- Clients begin to prioritize other solutions
- **Malvertising impedes your operation and costs you business**

BAD ADS HURT YOUR REVENUE

The Escalated Solution



Single Pixel
Deployment



Real-Time
Monitoring and Mitigation



Post Auction
Blocking and Removal

The Results

MALVERTISER DENIED AND MALICIOUS BEHAVIOR HALTED

Publishers

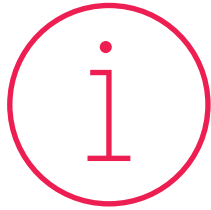
- Bad behavior blocked, auction price still collected
- User experience protected
- Revenue opportunities recaptured
- Complaints subside
- Reputation is unscathed
- Audience stays intact, lifetime values fully realized
- **Profits are restored**



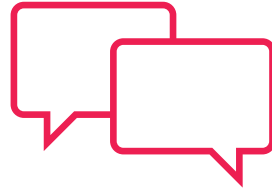
Platforms

- Catch bad ads as they occur
- Collect revenue while stopping malicious behavior
- Reputation and relationships undamaged
- Minimize support related to malvertising
- Clients trust your service
- **Loss in business prevented, profits retained**

Let's Chat



Company



Book a Meeting



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