



Real-Time Ad Fraud Detection & Prevention

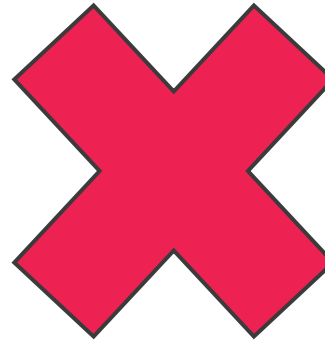
escalated.io

The Problem With Invalid Traffic

INVALID TRAFFIC (IVT) CREATES **AD FRAUD**

Sellers

- IVT creates invalid bid requests
- Partners bid on these invalid requests
- No business outcomes are ever realized
- Advertiser's spend is wasted
- Your inventory value suffers
- **Unresolved IVT issues lead to lower revenue, reputation/relationship damage, possible delisting**



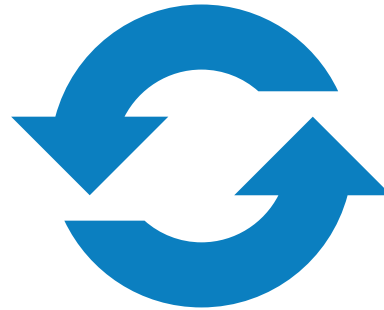
Buyers

- Presence of IVT causes you to pay for fraudulent impressions
- Portion of budget is spent on a non-existent audience
- No results, KPIs are skewed. Data become untrustworthy
- Campaign goals are unexpectedly low, optimization is a murky process
- **Bottomline: IVT steals your ad spend**

INVALID TRAFFIC IS COMPRISED OF GIVT & SIVT

The Escalated Solution

Scoring (pre-bid) API



Monitoring (post-bid) Pixel

Callback / Active Blocking / Tag Manager
(combination)

The Results

TRAFFIC IS CLEAN AND FREE FROM **FRAUD**

Sellers

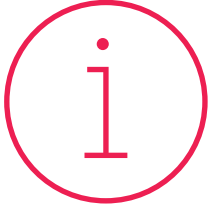
- IVT is blocked before the auction
- Partners aren't exposed to invalid bid requests
- Advertiser spend is maximized on a legitimate audience
- Your inventory value increases
- **IVT constantly monitored and mitigated reinforces reputation and strengthens relationships**



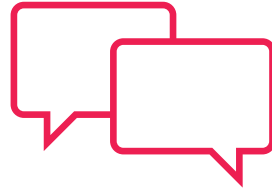
Buyers

- Block IVT and save money, avoid paying for fraudulent impressions
- Ad spend is used effectively by targeting real audiences only
- Data is clean, outcomes are as expected
- Goals are realized. Optimization is a smooth, unquestionable process
- **Without the presence of IVT, bid with confidence**

Let's Chat



Company



Book a Meeting



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