

Maximize Your Media Spend and Eliminate Non-Human Traffic With Our Media Analytics Solution

On average, **25%** of **media dollars** go to non-human traffic! That means, if you spend **\$10M on paid ads**, you are wasting **\$2.5M on non-human traffic**.



Further is a data, cloud, and AI company whose focus is helping you turn raw data into the right decisions. We empower you to discover new growth, unlock potential, and elevate performance.



Advanced Media Analytics Algorithms

Our algorithm tells us the exact composition of your site, allowing us to maximize exposure of your ads to humans and limit non-human traffic.



Human-Centric Measurements

We provide a human-centric measurement approach that ensures your ads are being seen by real humans



Optimize Your Ad Spend

We provide you with a comprehensive perspective of where your media dollars are going and how to optimize them for the best return.