Help your company grow with an ad fraud solution that **actually works**.

Anura protects any company that spends money in the digital space. As the world's most accurate fraud solution, Anura protects web assets by eliminating bots, malware, and human fraud, protecting brands and ensuring digital marketing effectiveness.

Questions to Consider

▸ Are you spending over $50,000 per month on digital marketing?

▸ How many clicks, leads, or calls are you processing each month?

▸ Do you own and operate your own website(s)?

▸ Do you currently have ad fraud detection in place?

What sets Anura apart?

UNMATCHED ACCURACY

99.999% accurate when identifying visitors as bad

▸ Marks fraud only with certainty.

▸ Never blocks real, legitimate users. No false positive.

▸ Accuracy is guaranteed.

ACTIONABLE ANALYTICS

Gain insights with our in-depth dashboard

▸ Provides comprehensive insights into traffic quality.

▸ Pinpoints exact sources of fraud. No guessing.

▸ Targeted action to eliminate fraud.

INTEGRATION FLEXIBILITY

Hands-on guidance with unparalleled customer service

▸ Seamless and flexible integration.

▸ No tech team required for integration.

▸ Live unmatched support at every step.

Why should you choose Anura? The testimonials speak for themselves.

"Picture Anura and other ad fraud solutions like a Venn Diagram. There is a section that overlaps that both Anura and other solutions catch, but then there is the other area. We find that the Anura system catches a lot of stuff the others didn't, and overall, paints a better picture of what is actually happening." **— Apollo Interactive**

"There's no more second guessing why click-level traffic is being flagged as bad. Anura detects bad traffic and gives you a clear reason why the traffic is bad... For us, the ability to stop traffic at the click level, preventing it from entering our system and reaching the client, is priceless. We couldn't buy that peace of mind until Anura." **— Digital Media Solutions**

Anura

Anura filters both SIVT and GIVT

With our innovative and powerful solutions, you can combat both SIVT and GIVT. Our Anura Script™ and Anura Direct™ installation methods work independently or together providing a cutting-edge defense against fraud.

Anura Script™

- Identifies the most complex types of fraud, known as sophisticated invalid traffic (SIVT).
- Provides real-time responses for real-time actions.
- Allows for simple JavaScript integration.
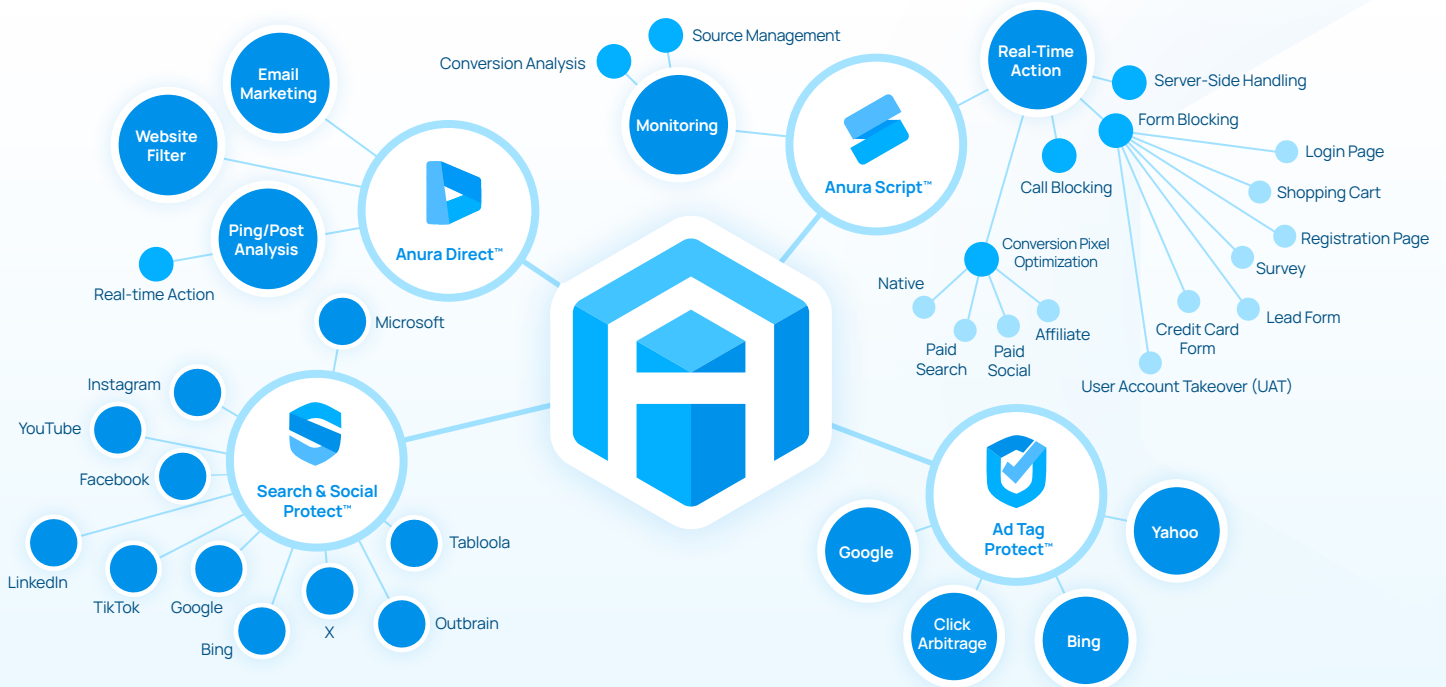
Anura Direct™

- Designed to identify the most common types of fraud, known as general invalid traffic (GIVT).
- Streamlined for speed by responding in milliseconds.
- Allows for simple integration using REST API.

Search & Social Protect™

- Anura protects ads from fraud on major advertising platforms.
- Prevents various fraud types, eliminating refund needs.
- Enhances ad conversions and ROI, ensuring genuine user engagement.

Ad Tag Protect™

- Essential ad tag protection for publishers' digital assets.
- Ad tags face fraud risks like bots and fake clicks.
- Anura safeguards ad tags, protecting Google AdSense, Bing, and Yahoo accounts effectively.

Anura is recognized as the leading expert in ad fraud technology.

Try Anura Free for 15 Days!

Experience the most accurate ad fraud detection solution available. Sign up for our **15-day free trial** and see firsthand how Anura can protect your digital assets, eliminate fraud, and enhance your marketing effectiveness. Don't miss out on this opportunity to safeguard your investments—start your trial today!

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