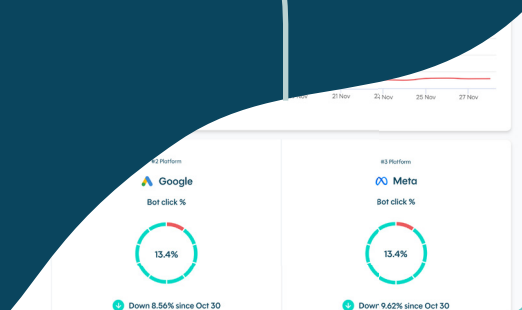


# Say goodbye to fake leads



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## Drive real results with unrivaled accuracy

Are your marketing budgets taking a hit due to fake ad engagement? Are your campaign strategies impacted by skewed analytics? Our solution detects and blocks malicious bots with unparalleled accuracy and zero compromise. No more paying for fake leads. We help organizations optimize their marketing budgets and eliminate wasted ad spend by accurately detecting and stopping click fraud in marketing campaigns.

Unlike our competitors, we uniquely process bot mitigation data and cross compare it to campaign data, building a comprehensive understanding of click fraud. We achieved this by implementing multiple layers of machine learning techniques at the edge, namely signature-based detection, behavioral analysis, time series analysis, and more. Through these multiple layers of machine learning and the 5 trillion signals we detect daily, we can distinguish automated traffic from genuine user interactions with greater precision than any competitor in the market. That's why over 300 businesses, including leading global enterprises trust us with stopping sophisticated attacks that could cost them millions.



Fake leads not only result in poor campaign performance, but they can also drain marketing budgets and cause time-consuming back and forth “clawbacks” with ad networks. Stop bots carrying out click fraud with DataDome, and ensure that your resources and marketing budgets are directed toward genuine user engagement.

## Benefits of Ad Protect

- ✓ Reduce wasted ad spend by accurately detecting and blocking automated click fraud in marketing campaigns.
- ✓ Make informed decisions in real-time, leveraging full buyer metrics and the precision of our trusted, industry-leading bot detection.
- ✓ Gain control with analytics from an unbiased source, offering a clear view into click fraud activity.
- ✓ Our pricing model sets us apart: we don't tie your costs to your ad spend. Feel free to invest in optimizing your campaigns without worrying about escalating fees.

# Ad fraud ends here

Elevate your marketing strategy with precise bot protection

DataDome accurately detects and blocks bot traffic, presenting you with an unbiased, clear view of ad fraud affecting your campaigns. With these insights, advertising professionals can optimize campaign performance, reduce wasted ad spend, and bolster the impact of their marketing initiatives, ultimately leading to a healthier bottom line.

## Drive Better Results

- ✓ Experience improved business outcomes from your marketing campaigns, thanks to higher-quality engagement.

## Real-Time Insights

- ✓ Make informed decisions with confidence, using our real-time monitoring, reliable analytics, and precise reporting, free from skewed data.

## Collaboration for Success

- ✓ Empower your cybersecurity teams to collaborate seamlessly with marketing departments, ensuring comprehensive protection and support.

