

# Struggling With CTV Fraud?

Get connected with ClearTrust !



ClearTrust's CTV fraud detection tool has been a game-changer for our business

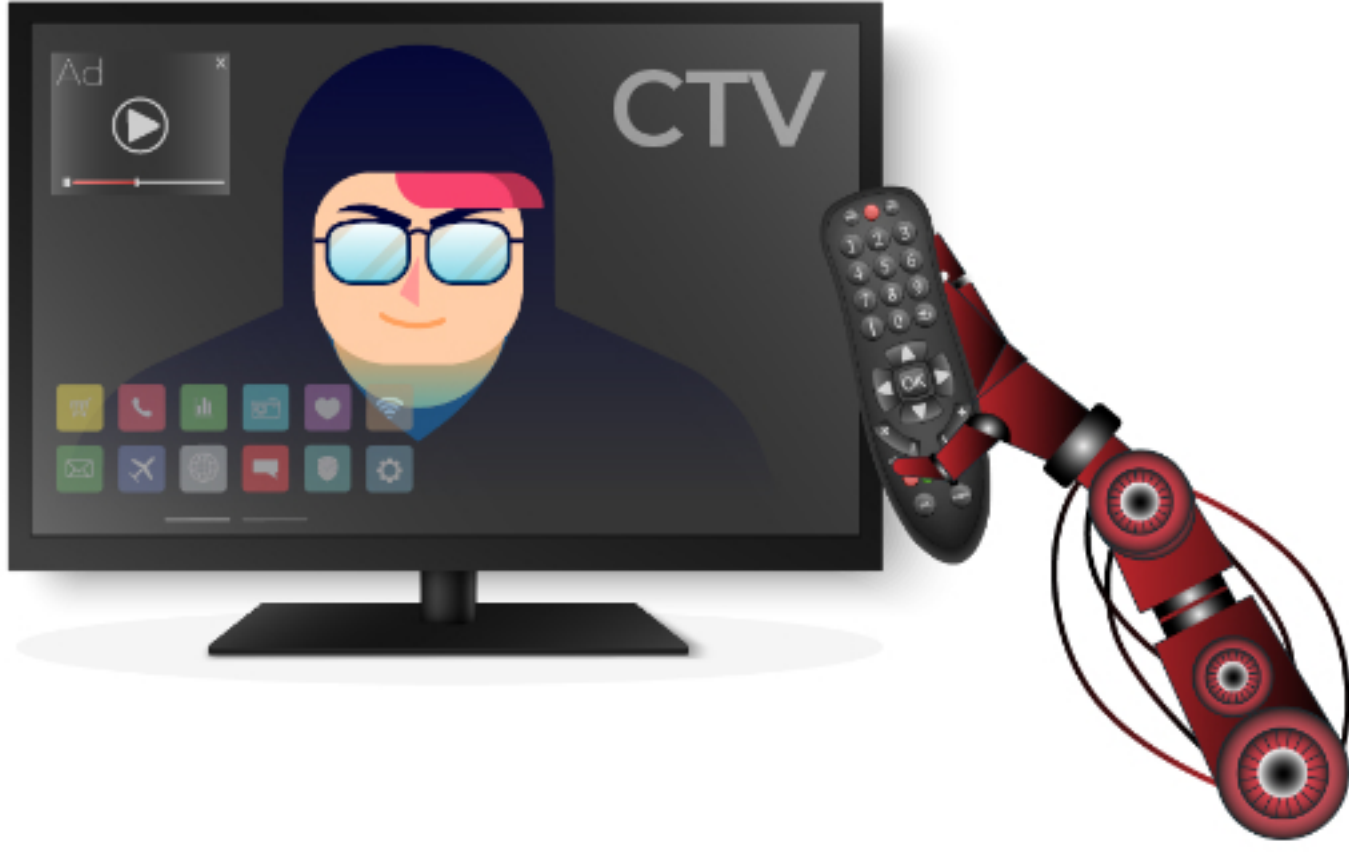
We can now confidently run CTV campaigns, knowing that our ad spend is protected and we're only paying for genuine impressions.

MATO , 31/03/2023



## What is CTV Fraud?

Connected TV fraud refers to any type of fraudulent activity that occurs within the ecosystem of Connected TV advertising. Connected TV refers to television sets that are connected to the internet, which enables the delivery of advertising to these devices. CTV fraud can take many different forms, such as fake ad views, bot traffic, and invalid clicks. Fraudsters can manipulate the data of Connected TV ad campaigns, resulting in advertisers paying for fraudulent impressions or clicks that were never actually delivered to real viewers.



## It Affects ..

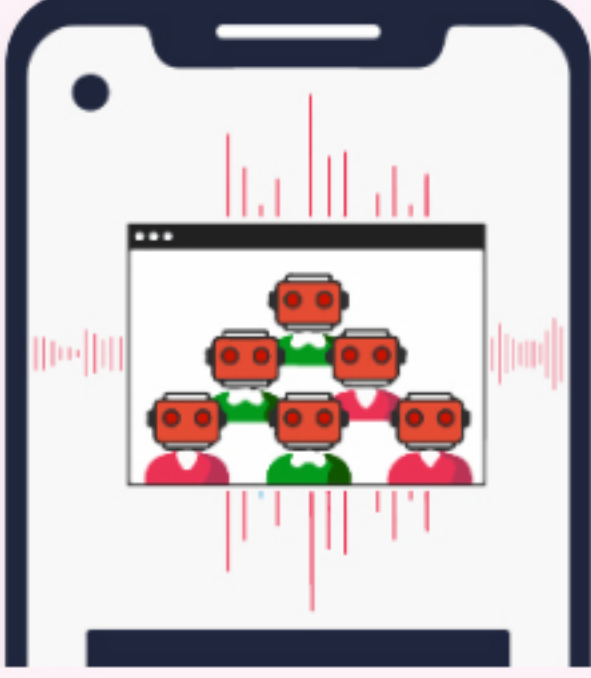
- Advertisers
- Ad Networks
- Ad Agencies
- Publishers
- Ad Exchanges
- And many more..

## Challenges faced due to CTV Fraud



### Ad Injection Fraud

Ad injection fraud is a type of fraud where fraudsters inject unauthorized ads into Connected TV devices. These fraudulent ads can be displayed in inappropriate contexts, such as on websites or apps that are not intended for advertising. Ad injection can harm the brand reputation of advertisers and publishers and can negatively impact ad campaign performance.



### Bot Fraud

Bot fraud is a type of fraud where fraudsters create automated bots that mimic human behavior, generating fake ad views and clicks. These bots can be used to generate fraudulent traffic, making it difficult for advertisers to accurately measure their ad campaign's performance. Bots can also be used to scrape ad content and data, which can be used for other fraudulent activities.



### Click Fraud

Click fraud occurs when fraudsters repeatedly click on ads to generate revenue for themselves or to deplete the advertiser's budget. This can lead to inaccurate reporting and can negatively impact an advertiser's return on investment (ROI). Click fraud can be difficult to detect, as fraudsters can use different devices, IPs, or locations to make it appear as though the clicks are coming from different sources.



### Viewability Fraud

Viewability fraud involves fraudsters manipulating ad viewability metrics to make it appear as though an ad has been viewed when it has not. This can be done by using bots or other methods to manipulate the ad viewability measurement tools. Viewability fraud can lead to inaccurate reporting and can negatively impact an advertiser's ROI.



### Attribution Fraud

Attribution fraud occurs when fraudsters manipulate data to take credit for ad views or clicks that were actually generated by legitimate sources. This can make it difficult for advertisers to accurately attribute their ad campaign's performance to the right sources. Attribution fraud can involve the use of bots or other fraudulent activities to manipulate data.



### Device Spoofing

Device spoofing fraud occurs when fraudsters create fake device IDs to make it appear as though their fraudulent ad views and clicks are coming from legitimate Connected TV devices. Fraudsters can use software or other techniques to spoof device IDs and generate fraudulent activity. This type of fraud can make it difficult for advertisers to accurately measure their ad campaign's performance and can lead to inaccurate reporting.

## How do we help

Our **SafeAPI** solution - the ultimate tool to counter CTV Fraud and ensure a clean and safe CTV environment. With advanced fraud detection and prevention features, SafeAPI enables you to stay ahead of fraudulent activities and safeguard your business reputation. ClearTrust helps to protect your CTV advertising investments and stay ahead of the competition.



### Traffic Filters

130 traffic filters with power to control each individually



### Verification

99% Accuracy in filter bots and invalid traffic



### Blocking

Get a firm grip on type of traffic you want to accept and allow



### Reporting

Access Real-Time reports in the format you need



### Free Trial

Evaluate the system without any obligation for 15 days



### Integrations

From JS Tag to API integrations we have it all

## Start your 15-day free trial

Evaluate our solution without any obligation

[Free Trial →](#)

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