PREVENT DIGITAL AD FRAUD

ELIMINATE NON-HUMAN AD IMPRESSIONS AND IMPROVE QUALITY OF TRAFFIC

"Radware Bot Manager has played a pivotal role in helping Purch deliver performance and conversion rates beyond the industry standard to the advertisers. With Radware Bot Manager, we significantly surpassed the global benchmark among our peers for high-quality ad inventory. We have now extended Radware Bot Manager bot protection beyond our websites to our partner publisher websites who are using Purch's RAMP Ad platform."

— JOHN POTTER, CTO, FUTURE PLC
(Purch was acquired by Future PLC)

Digital Ad Fraud is a growing threat that costs publishers and advertisers billions in ad revenue dollars every year. Fraudsters deploy bots that generate fake impressions on ads, perform invalid activities, and carry out retargeting fraud to illegally monetize non-human traffic on publishing sites. These bots not only drain ad serving resources, but also adversely impact the click-through rate (CTR) and skew marketing analytics. Consequently, bot traffic also affects ad verification reports and harms publishers' quality scores.

INTEGRATION OPTIONS

- Web server plugins
- Cloud connectors
- JavaScript tags
- Virtual appliances

THE IMPACT OF AD FRAUD

Bot Impressions and Low CTRs

Bots produce fake impressions and adversely impact CTR (click-through rate). Ad revenue diverted to fraudulent entities that deploy bots costs publishers and advertisers billions of dollars every year. Ad fraud also undermines trust in publishers and diminishes returns on advertisers' campaigns. Radware Bot Manager leverages collective bot intelligence to ensure that ads are shown only to humans. We ensure accurate measurement of the quality of ad engagement and human impressions.

Loss of Revenue and Reputation

The poor quality of traffic weakens publishers' ability to demand premium prices on their inventory and causes loss of revenue and reputation. Non-human traffic drains ad serving resources and distorts on-site analytics. Our traffic quality report offers an accurate classification of invalid traffic. Pre-bid filtering of non-human traffic ensures premium inventory.

SYMPTOMS OF SKEWED ANALYTICS

- Unusual peaks in the number of clicks or impressions
- Regular patterns such as the same referer or user agent in click or impression spikes
- No increase in the number of conversions during peaks in impressions or clicks
- Reduced page views and higher bounce rate during peaks in impressions or clicks

BENEFITS

- Real-time pre-bid filtering of non-human traffic
- Surpass industry benchmarks for high-quality ad inventory
- Improve click-through rate
- Demand premium pricing on inventory

WHY RADWARE BOT MANAGER

Radware Bot Manager's Intent-based Deep Behavior Analysis (IDBA) technology detects and blocks sophisticated invalid traffic (SIVT) before ads are served, and averts ad fraud in real-time. Our deep learning system leverages device and browser fingerprinting, deep behavior modeling, and dynamic Turing tests to analyze multiple data streams to ensure that ads are served only to genuine users. Our lightweight JS tag collects 250+ parameters from the end user's browser to identify sophisticated bot patterns, ensures real-time pre-bid filtering, and can be integrated within minutes.

OWASP THREATS STOPPED BY RADWARE BOT MANAGER

- **OAT-003** — Ad Fraud

  False clicks and fraudulent display of web-placed advertisements

Success Story

Singapore's leading ad network works with hundreds of publishers and provides a world-class monetization platform. The ad network was beset with problems caused by invalid traffic. Radware Bot Manager helped the ad network improve the quality of inventory by filtering non-human traffic in real-time. Transparent viewability reports with in-depth classification of traffic instilled trust in the network's partners and helped them negotiate effectively with advertisers.

How Singapore's Leading Ad Network Improved Quality Of Inventory With Radware Bot Manager

About Radware

Radware® (NASDAQ: RDWR) is a global leader of cybersecurity and application delivery solutions for physical, cloud and software-defined data centers. Its award-winning solutions portfolio secures the digital experience by providing infrastructure, application and corporate IT protection and availability services to enterprises globally. Radware's solutions empower more than
12,500 enterprise and carrier customers worldwide to adapt quickly to market challenges, maintain business continuity and achieve maximum productivity while keeping costs down. For more information, please visit www.radware.com.

Radware encourages you to join our community and follow us on: Facebook, LinkedIn, Radware Blog, Twitter, YouTube, Radware Mobile for iOS and Android, and our security center DDoSWarriors.com that provides a comprehensive analysis of DDoS attack tools, trends and threats.