Protect Your Ad Spend from Invalid Traffic

Overview
In 2019, the Association of National Advertisers (ANA) estimates $5.8 billion in ad spend was lost to global fraud. Named Adweek Readers’ Choice best-in-class ad verification solution, Moat’s MRC-accredited offerings with exclusive Oracle data and security assets mean media buyers and sellers protect their digital investments from invalid traffic (IVT) with supreme confidence.

Benefits of Moat Invalid Traffic Detection
• Maximize Spend: Stop wasting ad dollars on IVT and combat ad fraud by measuring every impression

• Avoid Blind Spots: Rely on sophisticated technology leveraging unique Oracle Data Cloud assets to detect suspicious behavior beyond the ad slot

• Reach Real People: Real consumers from Oracle Data Cloud’s people-based data assets provide signals of humanness online

• Pre-bid filtering: Pre-Bid by Moat is advanced IVT avoidance, so you can proactively pass on pages and apps with higher probability of IVT

• Granular measurement: Moat Analytics best-in-class IVT reporting shines a light on how campaigns engage real people by filtering out the bots in clearly defined categories

• Blocking: Through Moat Analytics, marketers can prevent invalid display and video impressions in real time.

With accreditation across Desktop, Mobile Web, and In-App, we’ve got you covered:

**General Invalid Traffic Metrics (GIVT)**
• Data Center Traffic
• Excessive Activity
• Spider

**Sophisticated Invalid Traffic Metrics (SIVT)**
• Automated Browser
• Hidden Ad
• Incongruous Browser
• Invalid Source
• Invalid Proxy
• Session Hijacked

Contact your Moat account manager for more information.

Note: Moat’s MRC SIVT accreditation applies to overall IVT filtration Metrics categories provide additional detail into the type of IVT filtered from Moat impression counts.