

# MOAT

by ORACLE DATA CLOUD

## 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

