

# Peer39: proactive fraud protection

hybrid risk analysis



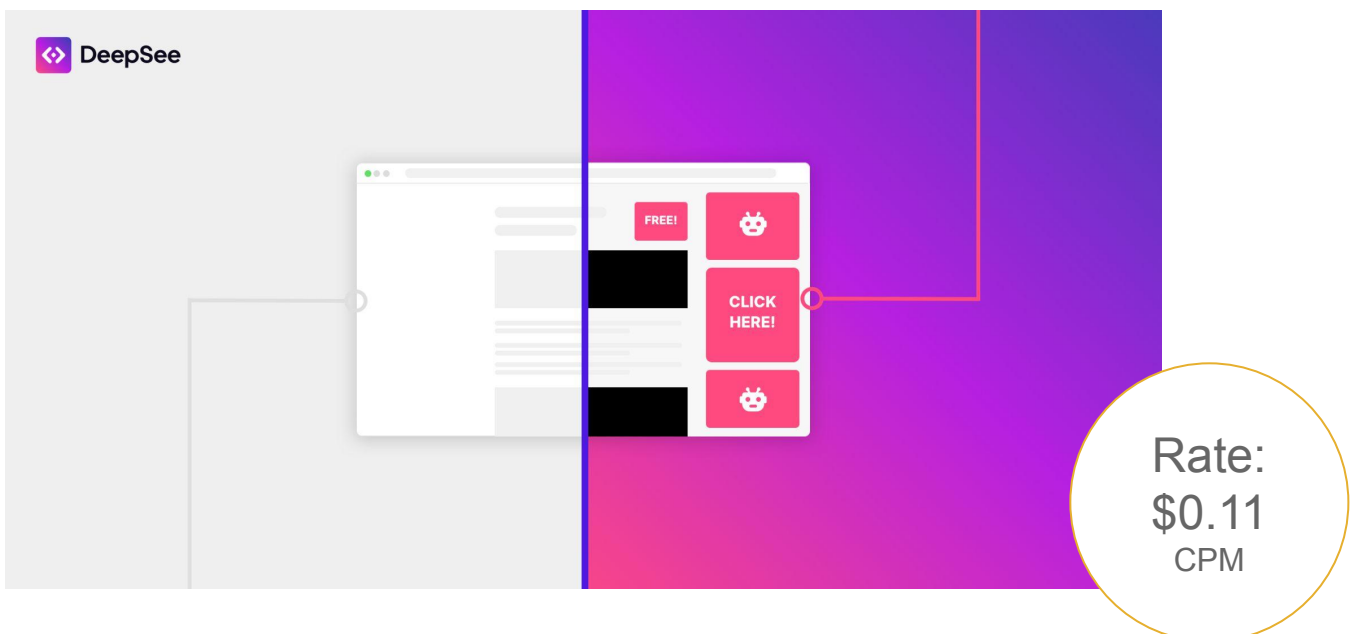
Partner – Peer39 Contextual Data Marketplace™



## Ensure your ads are funding publishers that provide great experiences.

Avoid bad publishers and reduce invalid traffic. Unlike click or impression trackers, which collect large amounts of data from web users, DeepSee looks at the nature of websites and their networks to discover places that harbor fraud. Where on-page trackers capture a point in time, DeepSee captures the journey, end-to-end, that a user might take.

DeepSee uses machine learning and statistical models across robust historical site-performance data to discover emerging patterns of fraud. By targeting suspicious sites, it can reveal schemes that would otherwise go undetected, allowing you to target placements that have the types of placements that drive results.



DeepSee

FREE!

CLICK HERE!

Rate:  
\$0.11  
CPM

Avoid "made for advertising" sites and other fraudsters.

#### Targeting Options Available:

##### **Best User Experience – Ads.txt Enabled English Language Focus and International**

Sites in this category load quickly and don't bog down users with heavy network requests. They also host a valid ads.txt file, making it possible to verify domain-spoofing events. Filtered only to sites with COM, NET, TV, CO.UK, CA, AU, NZ, and ORG TLDs. English Language Focus checks for English language text.

##### **Lowest Risk – Ads.txt Enabled English Language Focus and International**

These sites host a valid ads.txt file, making it possible to verify domain spoofing events, and they have risk scores  $\leq 40\%$ . Filtered only to sites with COM, NET, TV, CO.UK, CA, AU, NZ, and ORG TLDs. English Language Focus checks for English language text.

##### **Negative – Forced Navigation Risk – Ads.txt Enabled**

These sites take advantage of users by forcing them to visit any number of destination sites. This category also includes sites that receive a significant portion of their traffic from users who are forcibly navigated. They also host valid ads.txt files, showing an intent to advertise

##### **Negative – Misleading Content Format – Hidden Slideshows**

These sites source nearly all of their traffic from sponsored content boxes, and their sole purpose is to make money from advertising revenue. They also represent themselves as sites with Single-Page format content, when most users are actually served Slideshow format content.

**Negative – Suspicious Ranking History or Newly Registered – Ads.txt Enabled** These sites have climbed or fallen in rank at a conspicuous pace, and/or they have just been registered in the past 180 days. They also host valid Ads.txt files, showing an intent to advertise.

##### **Negative – Arbitrage Sites – Chumbox Destinations**

These sites source nearly all of their traffic from sponsored content boxes, and their sole purpose is to make money from advertising revenue. Sites in this category are more likely to take advantage of users in order to make money.

All data available in the Peer39 Contextual Data Marketplace™ is cookie-free, regulation and privacy compliant.



For more information on how to get started contact your account manager at [Peer39AM@Peer39.com](mailto:Peer39AM@Peer39.com) or reach out to [Sales@Peer39.com](mailto:Sales@Peer39.com)

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