Confiant Introduces Misleading Claim Detection & Blocking

Learn more about our industry leading protection against ad creatives that use misleading tactics

CONFIANT

Ad Quality Issue: Misleading Ads

At Confiant, we are doubling down on our commitment to protect publishers and their audiences by releasing new protections against ads containing Misleading Claims. These annoying ads use false or misleading language or imagery to elicit clicks from users and sell products and services of questionable quality and authenticity. Low-quality affiliate marketers are often the source of misleading claims in ads. This threat is often underestimated, as is the resulting damage for online publishers looking to protect their audiences. While not a security issue for publishers, it creates a risk as well as poor experience for end-users.
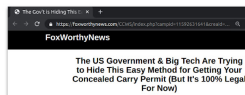
What are some examples of the tactics these bad actors are using?

- Hard Sale Tactics
- Keto Diet Scams
- Use of Cloaking to Bypass Detection
- Image Manipulation
- Political and Societal Fears
- Hygienic Concerns
- Fake Financial and Insurance promises
- Ads for Counterfeit Products
- Bitcoin Scams
- Celebrity Manipulation
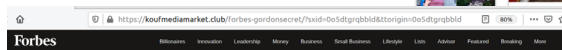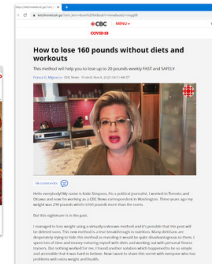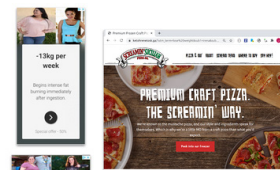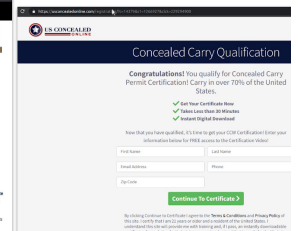
Why does this matter to me?

Misleading ads with false claims devalue the look of your site, expose visitors to scams, and cause reputation damage that could lead to legal action. Not to mention, these ads ruin the customer experience thus leading to reduced traffic. Reduced traffic ultimately leads to reduced revenue and of course a poor user experience.
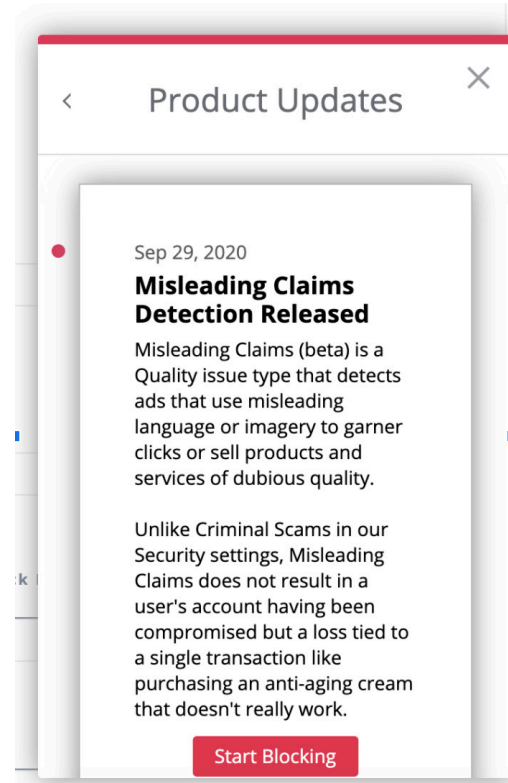
What can I do about it?

With Confiant, you can be ahead of the bad actors. Our new Misleading claims detection and blocking feature will recognize and protect against these nefarious ads. Reach out to our team today to learn more, watch a demo, or get a free 14-day trial of our platform.

Product Updates

Sep 29, 2020
Misleading Claims Detection Released

Misleading Claims (beta) is a Quality issue type that detects ads that use misleading language or imagery to garner clicks or sell products and services of dubious quality.

Unlike Criminal Scams in our Security settings, Misleading Claims does not result in a user's account having been compromised but a loss tied to a single transaction like purchasing an anti-aging cream that doesn't really work.

Start Blocking

WHY CONFIANT

As the original malvertising blocker, Confiant is the industry leading platform to help Publishers and Ad platforms control users experiences with digital ads. The Confiant platform provides the only comprehensive protection from malvertising, disruptive ads, and privacy risk. Confiant's mission as part of the global advertising ecosystem is to give publishers and ad platforms deep insights into the ad experience.

Confiant works with ad ops, revops, data science, programmatic, ad sales, technology, and product teams to seamless integrate client-side and server-side data, providing a complete picture of creative behavior and performance.

We believe in making the digital world safe for everyone.

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