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

Reach us virtually at: contact@confiant.com or confiant.com
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.