

# Digital Detect

Invest in great advertising, not digital fraud.

Digital marketing is now more important than ever. Brands spend millions of dollars each year to connect with consumers online. The scale and complex deployment of digital marketing makes it a huge target for malicious and fraudulent activity. Digital Detect is a real-time expert system that improves digital advertising ROI by using advanced behavioral analytics to detect patterns of sophisticated invalid traffic (IVT). Our platform analyzes traffic to digital advertisements and websites, and delivers reports on patterns which indicate invalid traffic, invalid impressions, and other fraudulent activities that reduce advertising effectiveness and efficiency.

## PROVEN VALUE



### Improved ad spend ROI

Digital Detect informs enterprise ad strategy by providing easy-to-understand reports that illustrate digital ad spend on publishing platforms with high levels of fraudulent activity. This helps guide advertising toward more cost-efficient placements per product, brand, or geography.



### Better campaign performance

We supply real-time results and expert knowledge of emerging sources and patterns for invalid traffic to keep your advertising strategy current and effective. Our easy-to-use interface shows the ratio of invalid to total ad impressions with live filtering to enable nimble marketing strategy adjustments.



### Reduced brand risk

With superior behavioral analytics, proprietary threat intelligence, and the ability to correlate ad traffic with malicious network activity, Digital Detect delivers unsurpassed IVT detection. The platform finds more than three times the fraudulent activity than existing tools, improving the accuracy of performance measurement across digital campaigns.

## BEYOND IVT DETECTION

*During a fraud and traffic analysis engagement with a top consumer brand, Digital Detect diagnosed nearly 13% of its ad traffic as fraudulent.*

*Equipped with our extensive expertise in behavioral traffic analysis, Digital Detect also identified another source of advertising revenue theft: a botnet driven by malware installed on infected corporate networks and compromised blog sites.*

## LEARN MORE

### IronNet Cybersecurity

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# Digital Detect

Based on groundbreaking data science research in the field of cybersecurity, IronNet's proprietary analytics dig deeper into the behaviors and correlations associated with web traffic to enable unsurpassed advertising ROI. A data-informed advertising strategy leads to more effective placement on authentic and relevant sites from the beginning, increasing qualified leads and speedy awareness.



## HOW IT WORKS

