

TUNE

PROACTIVE FRAUD PREVENTION

STAY AHEAD OF FRAUD

Automatically detect and reject fraudulent activity with Proactive Fraud Prevention from TUNE, the only partner marketing platform with automatic fraud protection built in. This free technology combines revolutionary automation capabilities from TUNE, with premier ad fraud detection from Fraudlogix to provide brands the most powerful protection in the industry.



DO MORE Play Offense, Not Defense

Let your platform work with you and for you.



WITH LESS Manage It All On One Platform

Fraudlogix data built right in – no moving parts.



WORRY FREE Invest In The Right Relationships

Choose partners that best align with your goals.

How Proactive Fraud Prevention Works

Proactive Fraud Prevention automatically detects and rejects fake clicks and bad traffic from:

- Known Malware and Bots
- Non-Human Scripts
- Known Compromised Sources
- Spoofed Traffic
- Anonymous Proxies



Real User Traffic



Bots & Bad Actors



Fraud Is Rejected

Traffic Fraud Report				
Timeframe				
Start and end dates: Feb 14, 2019 - Feb 20, 2019				
Affiliate	Unique Clicks	Unique Click Rate	Rejected Clicks	Suspicious Clicks
Rooster Marketing	670,938	89.27%	81,739	81,739
Affiliate	Unique Clicks	Unique Click Rate	Rejected Clicks	Suspicious Clicks
Western Millibus Int	288,610	100.00%	0	0
Craigslist Media Partners	39	87.61%	0	0
Smith & Smith Publisher	2	100.00%	0	0
ChauJCAK Advertising	715	88.96%	89	89
Rooster Marketing	670,938	89.27%	81,739	81,739

Traffic Fraud Report is generated

Use the new Traffic Fraud report to drill into the sources and root causes of your biggest fraud exposures.

Learn how you can stay ahead of ad fraud by contacting sales@tune.com

Leading Brands Trust TUNE

JAMCITY grammarly Zillow APPLIFT