



ANTI-BOTS AND TROLLS SHIELD BASED ON CROSS-PLATFORM INTERNET TRAFFIC ANALYSIS



Main goal:

Advertisers face threats of campaign frauds and severe losses of marketing investments. Fake views, click-frauds, overestimated and unrealistic reach of campaigns means an enormous money waste. CPM frauds in many cases exceed 50% of the advertising budget invested online.

ABTSHIELD (ANTI-BOTS AND TROLLS SHIELD) is an AI-based firewall, limiting risks and a negative impact of bots and trolls on advertisers' campaigns efficiency. **ABTSHIELD** lets the advertisers audit, monitor quality of campaigns and prevails from automated bot attacks and the negative context of automated trolling.

Why join?

ABTSHIELD makes sure that your marketing expenses are invested in reaching living recipients and not machines. Thanks to **ABTSHIELD**, you will avoid financial losses resulting from the infection of your campaigns by bots and the negative context of trolls.

- Campaign audit carried out by an entity independent of advertising networks
- Providing information on campaign compliance with media plan
- Reporting the level of fraud broken down into specific media and advertising forms
- Filtering connections that may cause financial losses
- Easy connection to trusted publishers already included ABTSHIELD protection for advertising traffic
- Increased efficiency on ad campaigns secured from bots and trolls
- Better control over connection sources and traffic history
- 100% confidentiality and privacy of information on traffic quality
- Easy sharing of the statistics of campaign efficiency with advertiser verified by ABTSHIELD

ABTSHIELD is a trusted vendor of advertising networks.

In my job as a director of marketing I often had to solve the problem of real effective auditing of advertising campaigns online. By real, I mean a verified by a reliable number of users that were in touch with our content. Not artificially generated by bots. Often, I had an impression that I am charged for a campaign that indeed is virtual and does not generate real impact.

Iza Kochańska

Kreditech GmbH

Head of Sales and Marketing PL

Why ABTShield is the best solution?

ABTSHIELD learns patterns and tracks bots and trolls behaviour on the basis of analysis of a high volume of internet traffic.

ABTSHIELD uses advanced and scalable device tracking methodology. The technology is based on a unique method for the identification and tagging of incoming internet traffic through analysis of the deep layers of TCP/IP stack. Various activities of individual users' "machines" (computers, laptops, smartphones) operating on websites are being integrated into one central "instance"/service.

ABTSHIELD identifies bot or troll-infected users' devices regardless of the hardware and regardless of the operating system.

ABTSHIELD is a lightning-fast AI-based firewall. Connection sources tied to organised disinformation attacks show characteristics different from the behaviour of an average user. AI models and optimised heuristics then score in order to block or alert the session as desired. ABTSHIELD returns data in a fraction of a second, which makes it possible to take proper action.

ABTSHIELD API allows for building your own decision models based on the ABTSHIELD mechanism.

ABTSHIELD provides reporting for analysed traffic and threats via a web-based tool. Attacks may easily be filtered for view by time and risk score. They can be further grouped by country, IP, user, and customer-defined parameters.

ABTSHIELD is designed for high scalability and frictionless integration. Integration involves placing an HTML tag referring to the ABTSHIELD system and handling the data it returns.

ABTSHIELD has a neutral impact on the user experience. The system is provided as a service discrete from a customer's own delivery infrastructure and therefore doesn't affect site performance. It is fully compatible with CDNs and cloud services at any scale, as well as customer-managed equipment.

Project partners:



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