



# Improve Your Paid Marketing ROI

Protect your digital marketing investments by keeping cybercriminals from launching a barrage of bot attacks to infiltrate and steal

## \$5 Billion is Wasted on Fraudulent Traffic Every Year

Every dollar in marketing budgets must contribute to the bottom line, and digital channels provide more ways than ever to reach target audiences and bring in new customers. As a result, valuable marketing investments are being directed toward these digital channels. Unfortunately, marketers are not only attracting new customers but also inviting new forms of fraud.

Fraudsters are devising a barrage of bot attacks designed to infiltrate digital marketing efforts and steal from marketers. Paid marketing fraud diverts attention away from real customer targets and reduces the return on your marketing investment. Marketers are left with higher costs and lower performance as they pursue the bots instead of real humans.

### Protected Attack Surfaces



FORM FILL  
PAGES



LANDING  
PAGES



MARKETING  
ANALYTICS



REMARKETING  
CAMPAIGNS

### HUMAN's BotGuard for Growth

Marketing helps digital marketers be more successful by distinguishing between human and bot traffic patterns affecting their business. By putting a stop to these bots, marketers will drive their digital marketing efforts to increase revenue more confidently.

BotGuard for Growth Marketing uses a multilayered detection methodology that establishes hard technical evidence to prove fraud. This enables BotGuard for Growth Marketing to detect and mitigate today's sophisticated bots with unmatched scale, speed, and precision to ensure that only real humans are interacting with your marketing efforts.

### Pain Points

#### Faked Ad Interactions

Automated bots interacting with your digital advertising can skew more than just your advertising metrics with bad data.

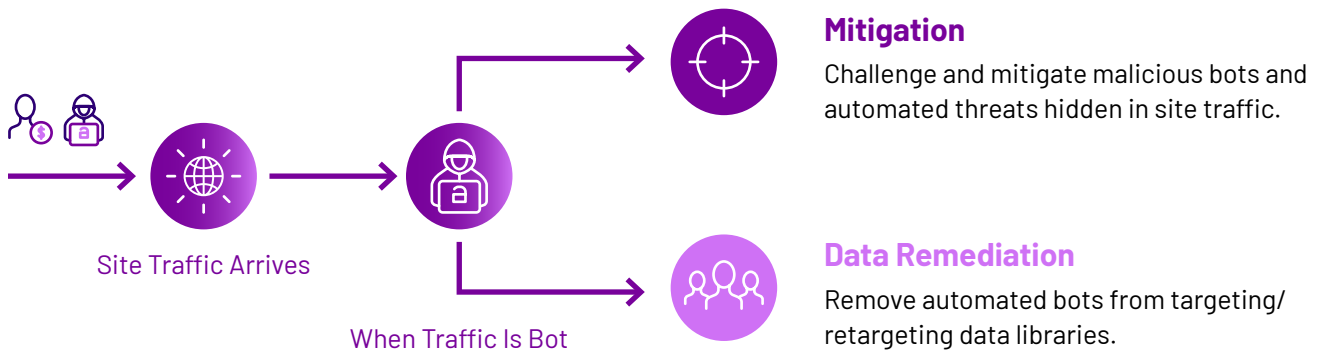
#### Wasted Spend

When bots cloud your marketing efforts, they steal attention away from real humans who could convert to customers.

#### Diminished Returns

Acquiring, storing, and remarketing to bots raises costs, lowers conversion rates and reduces marketing ROI for marketers.

## How BotGuard for Growth Marketing Works



## The HUMAN BotGuard for Growth Marketing Advantage



### Convert More Humans

#### Improve lead quality

Convert site visits from real humans, not automated bots by preventing automated form fills, lead submissions and interactions.



### Trust Metrics

#### Curtail Data Contamination

Prevent bots from contaminating business and marketing analytics for more trusted and effective engagement models based on real human traffic.



### Realize Revenue

#### Optimize Your Remarketing

With 100% focus on defeating automated attacks, HUMAN has a finger on the pulse of the new techniques used by bad actors, protecting your business and the internet.

## Powered by the Human Verification Engine™

BotGuard for Growth Marketing is powered by the Human Verification Engine, which combines technical evidence, machine learning, and continuous adaptation to deliver 'human or not' decisions with unmatched scale, speed, and precision to safeguard your applications and services.

Every week, we verify the humanity of over 15 trillion interactions by leveraging our distinct observability advantage established by analyzing over a decade's worth of data to provide continuously adaptive and collective protection to our customers, who include the world's top internet platforms.

Our Satori Threat Intelligence and Research Team takes down multiple large-scale attack networks every year, proactively identifying and reverse engineering new threats to inform our detection techniques with new indicators against emerging automated attacks.