

dexiMEDIA is an invite-only advertising network formed in 2013. Due to the industry known 30%-40% variance found between accredited providers¹, they were forced to contract with multiple ad fraud solution providers in order to keep their clients satisfied.

Billie Vuckovich, Director of Digital Marketing Strategy and Ad Operations at dexiMEDIA, needed to maintain solutions that matched her clients' needs to minimize the discrepancy. This is a costly undertaking, greatly affecting the bottom line at dexiMEDIA.

Aiming for Consistency, dexiMEDIA Tested New Vendors

Searching for an ad fraud vendor that better aligned with a number of tools, dexiMEDIA tested Anura®. Leveraging the Anura® Script product for post-click analysis of paid advertising, dexiMEDIA was able to compare Anura® scored traffic to two other industry-leading solutions. dexiMEDIA found:

- Clients using one leading ad fraud filter to identify suspicious impressions reported **less than a 5% variance** between Anura® and their current ad fraud solution.
- Anura® **identified more suspicious impressions and matched 100%** to a separate filters' reporting.
- Lining up with leading ad fraud filters and client satisfaction, dexiMEDIA could **reduce the number of ad fraud tools needed**, and thus overhead, without reducing quality.

¹[MediaPost On Viewability, Fraud, and Measurement Disparities.](#)

About dexiMEDIA

dexiMEDIA is an invite-only advertising network with exclusive and direct campaigns for publishers that meet our quality and performance standards. Limiting access to only the best publishers enables dexiMEDIA to bring the absolute best and top paying campaigns in the industry. dexiMEDIA maximizes revenue for both advertisers and publishers, with all the resources needed for the constant change and growth the ad industry calls for.



I've had multiple ad fraud solutions and Anura® is the first to align within a **5% variance** to what each solution reported. That's big for us! My clients are happy with Anura® and how closely it aligns with their current providers.

I reduced my overhead on ad fraud solutions by over **\$300,000 per year** by moving to Anura®.



Billie Vuckovich

*Director of Digital Marketing
Strategy and Ad Operations at
dexiMEDIA*

