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White Ops

Keep it Human

The leading provider
in bot mitigation



White Ops[®]

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Human

**Marketing
Integrity**

White Ops Marketing Integrity

A major component of marketing is driving leads to your website through a multitude of digital elements. A substantial amount of that traffic may not be human, but sophisticated bots that look and feel like humans. Marketing metrics, spend, impact on resources and closure rates are substantially impacted. Marketing Integrity by White Ops identifies and stops these bots cold.

The Challenge

\$108.5 billion was spent on digital advertising in 2018 with the goal of getting traffic to websites to convert into revenue generating customers. Marketing leaders need to ask:

1. How much of the traffic that comes to my website are real humans vs. sophisticated bots?
2. What is the deep impact sophisticated bots have on my spend, team resources and metrics?
3. If I were to mitigate sophisticated bots and increase lead quality, what benefits would I see?

Sophisticated bot problems are real and are creating havoc:

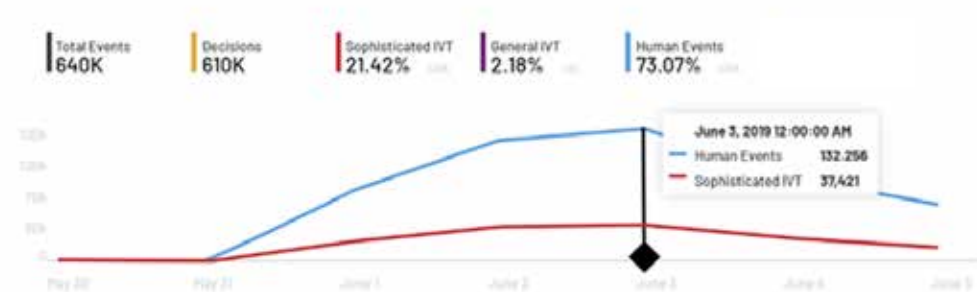
Simple Bots

- Live in data centers
- Lack cookies
- Behave "like bots"

Sophisticated Bots

- 75% live on residential machines
- Have cookies, browser history

In this customer scenario, **21% of the traffic** coming to this large enterprise site was by sophisticated bots:



The cost of generating fraudulent leads:

1. **Wasted spend** on generating leads AND sales + marketing follow-up (ie: retargeting)
2. **Wasted time** on sales reps following upon non-human leads or humans who haven't opted in
3. **Lower conversion rates** once a sophisticated bot becomes a lead
4. **Inaccurate data** when fraudulent leads enter CRM & DMP platforms

The Solution

1. **Place tags** on the website pages you want to protect.
2. **Identify bots** within minutes and understand which sources they are coming from.
3. **Block bots** from entering your systems by setting up brief latency in marketing automation systems.

Our Approach



Key Benefits

1. **Increase Conversion Rates and ROI:** Eliminate fraudulent bot leads increase conversion rates
2. **Make Better Decisions with Better Data:** Prevent fraudulent bot leads from ever entering your CRM, DMP, and MAS platforms
3. **Deploy & Manage Simply:** Our tag can be used seamlessly with tag managers such as Google Tag Manager and Tealium in minutes
4. **Eliminate Wasted Spend:** Identify and reduce lead sources that bring bot traffic to your site
5. **Reduce Compliance Risk:** Reduce TCPA risk by calls on bot leads who never opted in
6. **Maintain Data Hygiene:** Reduce spend on fake leads including storage and retargeting costs

About Us

White Ops is the global leader in bot mitigation. We protect more than 200 enterprises—including the largest internet platforms—from sophisticated bots by verifying the humanity of more than one trillion online interactions every week. The most sophisticated bots look and act like humans when they click on ads, visit websites, fill out forms, take over accounts, and commit payment fraud. We stop them. To learn more, visit www.whiteops.com.