aws marketplace

DV Fraud & Invalid Traffic Avoidance

Reviews, tips, and advice from real users








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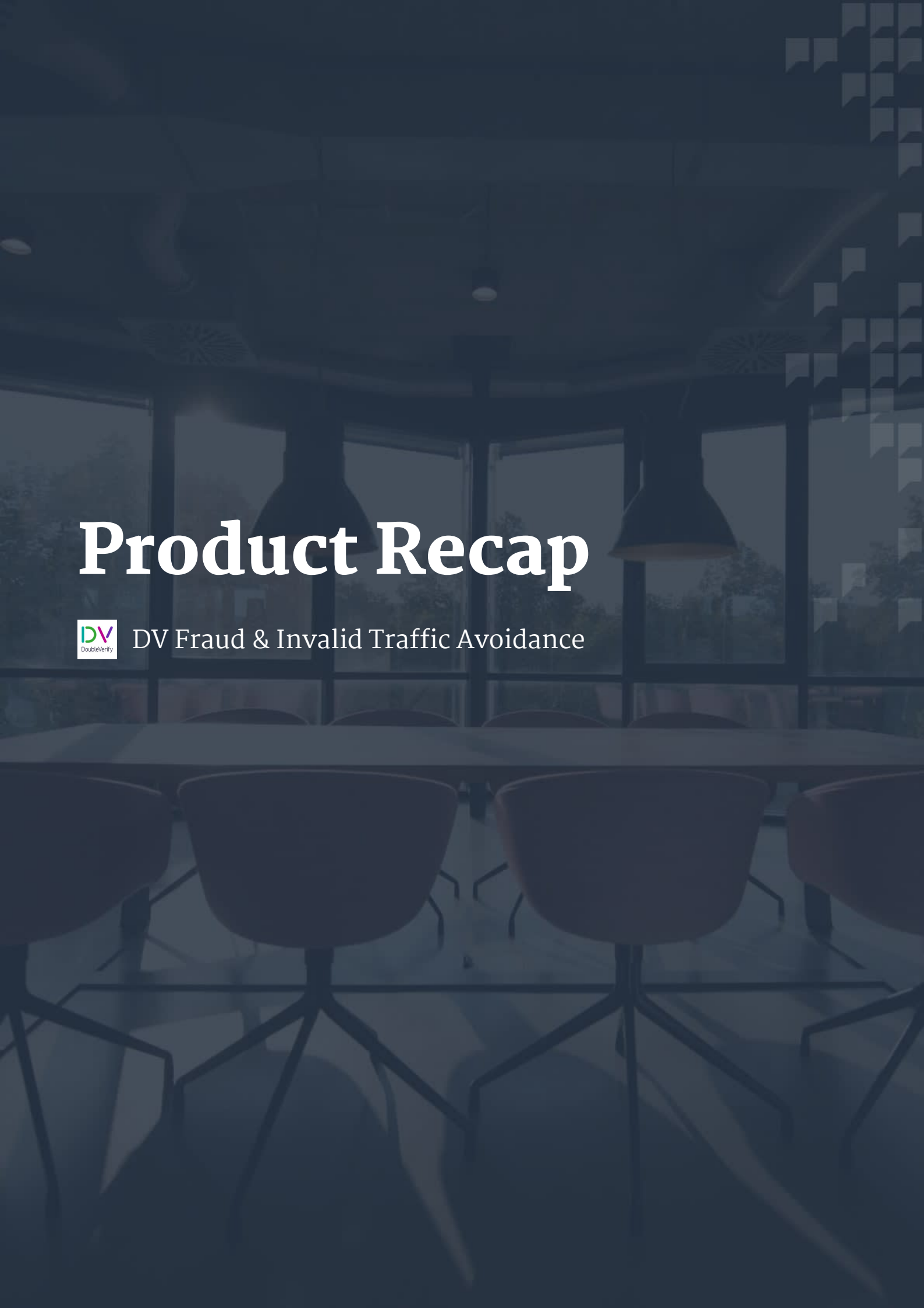
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Product Recap

DV Fraud & Invalid Traffic Avoidance

DV Fraud & Invalid Traffic Avoidance Recap

DV Fraud & Invalid Traffic Avoidance offers advanced solutions to identify and mitigate fraudulent activities, ensuring a secure advertising environment for digital campaigns.

This technology empowers advertisers and marketers with tools to detect and deflect non-human traffic. It provides comprehensive insights to enhance digital strategy efficiency and significantly reduce wasted ad spend. Users can navigate complex campaigns with confidence, relying on real-time data to inform critical decisions.

What are the standout features of DV Fraud & Invalid Traffic Avoidance?

- Advanced Fraud Detection: Leverages machine learning to identify and block fraudulent traffic.
- Real-Time Analytics: Provides immediate insights into campaign performance and traffic sources.
- Comprehensive Reporting: Detailed reports help in understanding traffic patterns and anomalies.
- Seamless Integration: Easily integrates with existing platforms to streamline workflows.

What benefits and ROI should be expected from DV Fraud & Invalid Traffic Avoidance?

- Increased Campaign Efficiency: Reduced exposure to invalid traffic enhances ad performance.
- Cost Savings: Minimizes wasted budget by preventing fraudulent clicks and impressions.
- Improved ROI: Focused campaigns deliver better returns through genuine audience engagement.
- Enhanced Trust: Builds credibility with stakeholders through secure and validated traffic.

Industries like e-commerce and finance, dealing with high volumes of digital transactions, find DV Fraud & Invalid Traffic Avoidance essential for maintaining competitive and secure environments. The solution's adaptability ensures it meets specific industry needs, offering robust protection against sophisticated fraud attempts.

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Valuable Features

What users had to say about valuable features:

"The best features DV Fraud & Invalid Traffic Avoidance offers include a good understanding of what the content and visitors of a website are like. This understanding helps us primarily through the different metrics for traffic quality that we typically use.

"DV Fraud & Invalid Traffic Avoidance has positively impacted our organization by enabling us to save money through the knowledge of invalid traffic, allowing us to pull campaigns and redeploy them elsewhere. Overall, we have saved about 10% compared to campaigns before we implemented the platform.."

Validated user

Programmatic Operations at a university with 10,001+ employees

Read full review

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"The main value of using DV Fraud & Invalid Traffic Avoidance tools with DoubleVerify is to address client concerns. When we work in open exchange or with different partners, clients are always seeking to verify the activity and clarify whether we are using the best setups to avoid fraud traffic. Additionally, we gain enough information about the quality of the activity we are running.

DV Fraud & Invalid Traffic Avoidance primarily provides information through the dashboard with the data displayed there. We did not spend too much time digging into specific details; it was more of a general view. I could not spend too much time examining specific details, so it remained more of a general overview.."

Jose Marmol

Programmatic Specialist at a marketing services firm with 10,001+ employees

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"For the majority of the clients that are considering any of their brand safety suitability partners, the biggest features of DV Fraud & Invalid Traffic Avoidance is that they are completely omnichannel. They are expanding incredibly across all the mediums for paid advertising. They have coverage for CTVs, social, and programmatic space as well. Retail media is their new endeavor. They also try to incorporate additional elements for responsible media. They do sustainability tracking with Scope3, at least they used to. I am not sure what the latest is on that. I know they did some attention measurement, and they probably still do because attention measurement has been a big revenue driver for them.

"The fact that they contain so much functionality across multiple channels is definitely the biggest factor of winning clients for DV Fraud & Invalid Traffic Avoidance.."

Vlad Novikov

VP Measurement at a tech services company with 51-200 employees

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Other Solutions Considered

"The only two providers I have been using or partners were IAS and DoubleVerify. From our side, we have been using exclusion lists for MFAs, exclusion websites, and exclusion keywords. Every single partner in programmatic uses their specific brand safety provider, sometimes DoubleVerify, sometimes IAS, and others.."

Jose Marmol

Programmatic Specialist at a marketing services firm with 10,001+ employees

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"I have been implementing for the clients IAS, Zefr, Protected Media, and a much more specialized platform for the channels. I worked personally with Pixability, with Channel Factory, with Mobian, and some other partners, but basically the whole slew of safety and suitability partners.."

Vlad Novikov

VP Measurement at a tech services company with 51-200 employees

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"DV Fraud & Invalid Traffic Avoidance is a great omnichannel type of setup. The only closest comparison to that would be IAS, because they also have functionality to be used across multiple channels and all the attention measurement bits and the measurement across additional metrics other than just how many bad actors they managed to block. Media quality type metrics and the best performance based on attention and other proxy signals are also considered. IAS is the closest comparison to DV Fraud & Invalid Traffic Avoidance, and it is quite industry standard and industry known that those two come head to head.

"When we are looking at channel specific capabilities, some of the partners would actually be a lot more specialized and a lot more attuned for the type of media activation. Channel Factory and Pixability are partners I work with, and they have a lot broader range for YouTube and TikTok activation. DV Fraud & Invalid Traffic Avoidance would provide you with reports of how they managed to flag inventory.."

Vlad Novikov
VP Measurement at a tech services company with 51-200 employees

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Use Case

"I have been using DV Fraud & Invalid Traffic Avoidance for approximately five years and a half with different clients. The main use has been to avoid or identify mobile fraud apps (MFAs) or to assess the quality of traffic.."

Jose Marmol

Programmatic Specialist at a marketing services firm with 10,001+ employees

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"I worked with DV Fraud & Invalid Traffic Avoidance from the beginning of 2023, when I moved into the AdTech role, and my primary responsibility was to take care of the brand safety and suitability check from the agency perspective. That is when I started being in communication with DV Fraud & Invalid Traffic Avoidance, started verifying their tool sets and implementing them for the clients.."

Vlad Novikov

VP Measurement at a tech services company with 51-200 employees

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"My main use case for DV Fraud & Invalid Traffic Avoidance is ensuring that our ad spend appears where it should and on sites that have actual human traffic.

"When we launch a campaign, we start reviewing the reporting from DV Fraud & Invalid Traffic Avoidance to gauge the quality of the sites that we are looking at. I do a daily check, and then we move spend around as needed.."

Validated user

Programmatic Operations at a university with 10,001+ employees

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“They do have a platform, which is great. You can log in and train some of the brand side teams or agency teams to navigate the platform. However, the platform is a bit convoluted, or at least it may appear so at first glance. If you spend some time with their tech reps, the product teams, they will introduce you to the platform and educate you a bit. They also have DV Fraud & Invalid Traffic Avoidance university or something similar and provide courses to be educated on the platform. I think you can train yourself to be good at using the platform. But due to the sheer amount of options that are available, it can be tricky at first.

“There is some friction at the beginning, and you need to spend some time educating yourself on how everything functions.

“I have heard of brands working with DV Fraud & Invalid Traffic Avoidance with completely managed service perspectives. From the agency side, we need to be educated to use these platforms. From the brand side, I have heard of completely managed service perspectives where they would just say they are not going to set up anything in the platform..”

Vlad Novikov

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VP Measurement at a tech services company with 51-200 employees

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Customer Service and Support

"I have been interacting with DV Fraud & Invalid Traffic Avoidance customer support, and the quality is a little poor. I suppose they are busy, but the support quality could be improved.."

Jose Marmol

Programmatic Specialist at a marketing services firm with 10,001+ employees

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"I would say fairly good. The best kind of support that one can get is actually to speak through the dedicated reps. For the biggest scale brands, they would usually allocate a few reps that would cater for all the questions you may have. Even if the answer you are looking for is technical, they can relay the question to the specific team that can help you out with the question. That is definitely a big appreciation for me for DV Fraud & Invalid Traffic Avoidance. In terms of support, it is regular support. You contact them, you say what the issue is, they look into it, they come back to you. Nothing particularly good or bad about what they do for fixing the issues.."

Vlad Novikov

VP Measurement at a tech services company with 51-200 employees

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Other Advice

“I rate DV Fraud & Invalid Traffic Avoidance an eight on a scale of one to ten. Regarding DV Fraud & Invalid Traffic Avoidance's AI capabilities, I think its governance and security are generally pretty solid, but there always needs to be a way to review things manually. My advice to others looking into using DV Fraud & Invalid Traffic Avoidance is that it is a pretty solid product once you get over the learning curve..”

Validated user
Programmatic Operations at a university with 10,001+ employees

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“I would rate DV Fraud & Invalid Traffic Avoidance a nine out of ten.

The rating depends on the partner or whether we are running campaigns in open exchange. I am referring to partners because most programmatic partners have integrated brand safety solutions with IAS, DoubleVerify, or others.

I would recommend relying on the partners. I think the best way to incorporate brand safety and DV Fraud & Invalid Traffic Avoidance is to work with a specific good partner that can incorporate it into the activity. It is much better for us..”

Jose Marmol
Programmatic Specialist at a marketing services firm with 10,001+ employees

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“DV Fraud & Invalid Traffic Avoidance pricing is quite competitive. The sales team

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of DV Fraud & Invalid Traffic Avoidance positions themselves as a high volume and therefore low cost offering for the clients. They usually will inquire about the potential media spend that will be from the accounts so they can offer a really good deal. I think we priced them either last year or the year before that, and they really tried to bring the price down to compare themselves with IAS. IAS quoted themselves at a bit less, so they do it on a CPM perspective mainly. IAS quoted themselves one price, and then DV Fraud & Invalid Traffic Avoidance really wanted to win the pitch, so they were happy to lower the price down. I appreciate this approach that DV Fraud & Invalid Traffic Avoidance is not quite rigid on the pricing. They really try to be adaptive on that. Knowing that they are a primary point of consideration for the big size brands, I think they have quite fair pricing. My overall rating for DV Fraud & Invalid Traffic Avoidance is 8 out of 10.."

Vlad Novikov
VP Measurement at a tech services company with 51-200 employees

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Top Industries

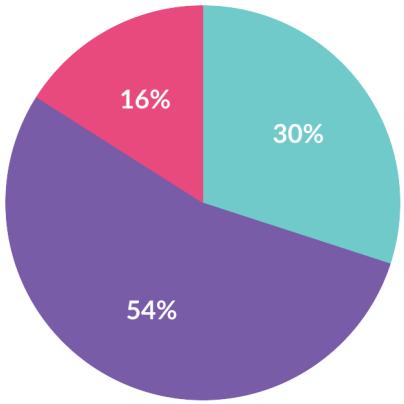
by visitors reading reviews

Construction Company	44%
Comms Service Provider	16%
Outsourcing Company	6%
Manufacturing Company	5%

Company Size

by reviewers

by visitors reading reviews



Large Enterprise Midsize Enterprise Small Business

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