

CASE STUDY

How Email Agency Prevented \$143,000 in Invalid Traffic in Just One Month with Anura



QUICK FACTS

- ▶ **Industry:** Insurance
- ▶ **Primary Use:** Fraud Detection and Traffic Validation
- ▶ **The Threat:** Expansion into the auto insurance market brought unfamiliar affiliates and media buyers, raising the risk of fraudulent traffic that could compromise compliance and client trust.
- ▶ **The Solution:** Implementing Anura’s real-time fraud detection with Email Agency’s Law Logic platform, which ensured that only clean, verified traffic reached clients.
- ▶ **Quick Win:** \$143,000 in fraudulent traffic liability prevented in just one month, proving immediate ROI and safeguarding Email Agency’s growth.

BACKGROUND

Email Agency built a strong reputation in [legal marketing](#) by delivering only the highest quality, compliant claimants for law firms. When they decided to expand into new verticals like auto insurance, they knew maintaining those standards was a must not only for their clients and brand, but also when it came to scaling new markets.

\$143,000 in fraudulent traffic liability prevented in just one month

THE CHALLENGE

Working with unfamiliar affiliates and media buyers in these new verticals introduced uncertainty. The team faced a roadblock: could they trust the traffic from new affiliates and media buyers? Even a small amount of fraudulent traffic could derail their growth efforts, damage client relationships, and compromise the trusted brand they built.

While their [proprietary software platform](#) and [intake services](#) were built for compliance and performance, those systems relied on clean inputs. If fraud slipped through, it would not only waste ad spend but also erode client trust and jeopardize profitability.

Without the right fraud prevention in place, their expansion could come at the cost to their reputation. To expand with confidence, Email Agency needed a solution that could validate traffic quality from day one.

THE SOLUTION

That's where [Anura](#) comes in. Email Agency integrated Anura Script into its campaigns and proprietary [Law Logic software](#). This allowed the team to identify fraudulent traffic in real time, before it could impact clients or damage any relationships.

ANURA'S INTEGRATION PROCESS

"The most valuable feature has been Anura's API integration with our proprietary software, allowing seamless import of Anura's results into data sets and providing clients with real-time, campaign-specific results filtered by any segment."

– Shane Bader, Vice President of Digital Strategy, Email Agency



THE RESULTS

The impact was immediate and measurable:

- ▶ **\$143,000 saved in just one month.** Anura's monitoring uncovered a large-scale spoofing effort, protecting Email Agency from a six-figure liability before it hit them.
- ▶ **Protected the Brand.** By filtering out fraudulent traffic before it touched clients or reporting, Email Agency maintained the strict compliance and trusted reputation it had built, now extended into the [auto insurance](#) market.
- ▶ **Scaled with confidence.** With real-time fraud detection layered into their Law Logic platform, Email Agency can confidently onboard new affiliates and expand into new verticals, knowing their growth won't be derailed by invalid traffic.

By partnering with Anura, Email Agency was able to expand into the auto insurance market confidently. Anura's fraud detection protects every campaign, ensuring clean traffic, seamless reporting, and long-term client trust.

Fraud is real.

Waiting to block invalid traffic is like trying to buy car insurance after the crash.



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