



Click Fraud Software Category

SPRING 2026
Customer Success Report





Click Fraud Software Category

Click fraud software is used for detecting and/or protecting against fraudulent clicks in pay-per-click (PPC) advertising. It's also a very effective tool for helping online advertisers with the daunting task of detecting both manual and automated efforts aimed at inflating their ad click numbers. So, why would anybody commit click fraud anyway?

People commit click fraud for two basic reasons. The first is for unfairly reducing competition among advertisers and the second is for generating more revenue by playing the PPC ad system. For example, one advertiser could commit click fraud for the express purpose of using up another advertiser's ad space and budget on worthless clicks, which leaves the first advertiser in the singular position of being able to hurt the competitor.

Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:

CONTENT SCORE

- ✓ Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- ✓ Customer reference rating score
- ✓ Year-over-year change in amount of customer references on FeaturedCustomers platform
- ✓ Total # of profile views on FeaturedCustomers platform
- ✓ Total # of customer reference views on FeaturedCustomers platform

MARKET PRESENCE SCORE

- ✓ Social media followers including LinkedIn, Twitter, & Facebook
- ✓ Vendor momentum based on web traffic and search trends
- ✓ Organic SEO key term rankings
- ✓ Company presence including # of press mentions

COMPANY SCORE

- ✓ Total # of employees (based on social media and public resources)
- ✓ Year-over-year change in # of employees over past 12 months
- ✓ Glassdoor ranking
- ✓ Venture capital raised

Award Levels



MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.

2026 Customer Success Awards

Check out this list of the highest rated Click Fraud Software based on the FeaturedCustomers Customer Success Report.



 AppsFlyer  CHEQ  DataDome

 IAS  LUNIO  statcounter



 ClickGuard  KOCHAVA  singular

 SPIDER AF  trafficguard



 Anura  ClixTell  Opticks

 SHIELD

* Companies listed in alphabetical order



2026

**CLICK FRAUD
SOFTWARE**

MARKET LEADER





ABOUT APPSFLYER



AppsFlyer helps brands make good choices for their business and their customers with its advanced measurement, data analytics, deep linking, engagement, fraud protection, data clean room and privacy-preserving technologies. Built on the idea that brands can increase customer privacy while providing exceptional experiences, AppsFlyer empowers thousands of creators and 10,000+ technology partners to create better, more meaningful customer relationships.

491 TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

“AppsFlyer’s CX and Deep linking suite made the ad-to-app experience super smooth for our users! They took away all the hassles when users clicked on ads and made it easy to enjoy our awesome content right away. That’s why users stayed longer exploring everything we offer. Plus, they made it a breeze for us to work with different streamers, keeping track of their performance without any fuss. Thanks to AppsFlyer, we know what works best, and it’s no wonder we’re rocking the live game streaming world!”

SUMON CHANDRA
VICE PRESIDENT OF MARKETING, LOCO

“The increase in optimization events allowed Google and AppsFlyer algorithms to learn faster and more effectively. As a result, we were able to improve our bidding, targeting, and creative testing—ultimately driving stronger campaign performance and more efficient budget allocation.”

EREN DAL
DIGITAL MARKETING MANAGER, GETIR

“Before, we relied on intuition. Now, with AppsFlyer Creative Optimization Solution, we have real data showing what exactly works in our creatives. This has completely changed how we approach creative strategy.”

HUNG LEE
CHIEF MARKETING OFFICER, HIGAME

“With AppsFlyer being such a trusted partner among our clients and media sources within the industry, it’s been very easy for us to integrate new media partners.”

NICK CULLEN
SENIOR UA MANAGER, MISTPLAY

TRUSTED BY

Vungle

eToro

Better Me.

Canva

airasia



ABOUT CHEQ

CHEQ

CHEQ is the leading solution in the world for Go-to-Market organizations looking to secure their business from invalid traffic (IVT). CHEQ is bringing cybersecurity solutions to CMOs and Marketing teams, protecting their customer acquisition efforts from bots, fake users and other forms of invalid traffic. CHEQ is trusted by over 12,000 customers worldwide ranging from teams and individuals to the world's leading marketing organizations.

88

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“With CHEQ, we have the granular behavioral and network indicators necessary to identify fake account creation before it happens, and well ahead of traditional detection methods and vendors. The speed at which CHEQ’s signals identify new threats in today’s fast-evolving landscape is impressive and gives us confidence we’re staying a step ahead of would-be fraudsters trying to exploit our marketplace.”

HEAD OF TRUST & SAFETY
GLOBAL PUBLICLY TRADED COMPANY

“With CHEQ we have confidence that visitors’ consent preferences are recorded and actually enforced. Being highly automated, it also saves us a lot of manual work.”

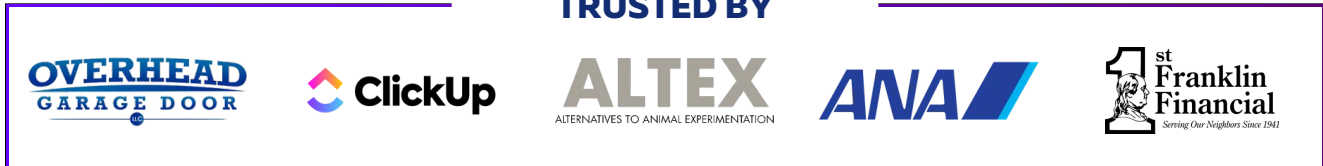
PRIVACY AND SECURITY COUNSEL
B2B SOFTWARE COMPANY

“CHEQ protects our budgets, improves our remarketing efficiencies and provides a cleaner view of our data, overall improving our decision-making.”

ROSS PEPPER
HEAD OF PERFORMANCE MARKETING, FRASERS GROUP

“Once we rerouted our spend towards valid users, we saw the quality of our traffic and leads go up considerably.”

ALEX SCHUTTE
DIRECTOR OF DIGITAL MARKETING, PAYCOR





ABOUT DATADOME



DataDome delivers real-time bot and agent trust management, giving businesses complete visibility and control over all traffic—human, bot, or AI. Named a Leader in The Forrester Wave™ for Bot Management, DataDome is trusted by enterprises like Etsy, PayPal, and Soundcloud. Acting as a traffic control plane, DataDome's multi-layered AI engine leverages thousands of models and 5 trillion signals daily to analyze intent and stop fraud in under 2 milliseconds—letting legitimate users through seamlessly across websites, apps, APIs, ads, and MCPs. Backed by a 24/7 SOC and expert threat researchers, DataDome stops 20k+ attacks every second. With 30+ global PoPs,...

301

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“DataDome’s extensive integration capabilities—from cloud-based infrastructure to network devices and even code-level implementation—seamlessly covered our entire tech stack. It also ensured compatibility with any future technologies we might adopt. Their integration documentation was clear, accessible, and provided everything we needed to get up and running quickly.”

SENIOR DEVOPS ENGINEER
MONSTER

“With DataDome, we can precisely differentiate between legitimate traffic and bots, which wasn’t possible with other solutions. It helps protect our pricing integrity, stabilize our servers, and reduce false positives.”

GUILLAUME COTÉ BALADOU
WEB INFRASTRUCTURE ARCHITECT, ALLOPNEUS.COM

“DataDome truly lives up to its name: it creates a real dome around our infrastructure, stopping all suspect traffic at the door. The difference it’s made is night and day compared to other solutions we’ve used.”

KENNY NASH
SENIOR SYSTEMS ENGINEER, SEGPAY

“DataDome offers a lot of flexibility. We frequently refine our integration as attackers change their tactics and DataDome provides many options. Overall, I’m a fan of the platform.”

MIKE ADLER
PRINCIPAL SYSTEMS ARCHITECT, ETSY

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ABOUT INTEGRAL AD SCIENCE



Integral Ad Science is a global leader in digital media quality, ensuring that ads are viewable by real people in safe and suitable environments. IAS makes every impression count, ensuring that ads are viewable by real people, in safe and suitable environments, activating contextual targeting, and driving supply path optimization. Their mission is to be the global benchmark for trust and transparency in digital media quality for the world's leading brands, publishers, and platforms. They do this through data-driven technologies with actionable real-time signals and insight.

72

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“From ideation to execution, Matterkind and IAS have collaborated closely to better understand how the new IAS Context Control Targeting segments work. We tested it for the education client with ample support from our IAS customer success manager. The results show that the IAS Context Control Targeting is effective and efficient in driving quality traffic to the client's site, and we are happy to continue further testing this for future campaigns.”

DIRECTOR
MATTERKIND

“We saw great results from this client's campaign. IAS managed to deliver the lowest CPC and highest CTR compared to other targeting strategies. I see great opportunity for using Context Control Targeting in our outcome campaigns to drive performance and maximize return on ad spend for our advertisers.”

BEN CHAVENSAKSONGKRAM
DIRECTOR OF PROGRAMMATIC, OMNICOM MEDIA GROUP

“By using IAS, we were able to track social viewability performance at a granular level, which was vital to help improve our overall social strategy. Not only has this helped us boost our social viewability, we are now able to deliver even stronger social campaigns for our client.”

KATIE LEE
BIDDABLE ACCOUNT MANAGER, STARCOM

“With IAS's pre-bid integration, marketers can scale their Sponsored Content ad campaigns to reach professional audiences and achieve up to a 3x increase in conversions.”

KAMAKSHI SIVARAMAKRISHNAN
SENIOR DIRECTOR PRODUCT MANAGEMENT, LINKEDIN

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ABOUT LUNIO



Lunio built the world's first truly automated invalid and low-value click prevention system. With millions of Ad clicks analyzed in real-time, their system detects and blocks unwanted clicks with unprecedented accuracy, ensuring you only receive legitimate visits to your Ads and saving you as much as 30% of your Ad spend. It's difficult to optimize digital campaigns with invalid and low-value clicks.

76

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“My initial trust in Lunio came from the webinars. Lunio was already bringing value to the table with the quality of guest experts and the usefulness of the advice provided. It's clear to me that Lunio is genuinely invested in helping the wider paid media community through their content. And that's what made me get in touch to set up an initial traffic audit to help investigate the issues we were seeing with inefficient spend.”

TANNER PARSONS
PAID SEARCH & SHOPPING MANAGER, KURU
FOOTWEAR

“Advertising in a competitive space means that we have to get the most out of every pound we spend on advertising. We spent hours optimizing our ads account and believed it was running with little fraud. For Lunio to show us how much of our ad spend was being wasted on invalid traffic was staggering.”

MATTHEW ERSKINE
DIGITAL MARKETING MANAGER, MARMALADE

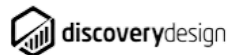
“In an ideal world, we'd convert 100% of our leads to demos - but we were only seeing about 50% convert. A lot of the submissions had missing or fake contact details. It was clear something wasn't right.”

OLIVER SMITH
ECOMMERCE & DIGITAL MANAGER, CULLIGAN HARVEY

“Based on the numbers, I don't see how using Lunio couldn't be good value. The fee is so modest compared to what you could be saving. There's no reason why you shouldn't be doing it. It's a no-brainer!”

TOM PICKARD
PERFORMANCE MARKETING MANAGER, MODO25

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ABOUT STATCOUNTER



Statcounter, a free online visitor stats tool, allows website owners to monitor visitors' behavior on their website. Statcounter helps you understand your visitors and increase your website traffic the easy way. Trusted on over 2 million websites worldwide.

36

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Dear Aodhán, I have been really bragging about your product! In addition, the quarterly meeting for our Board of Trustees and the Foundation was last week and the two groups were given a review of the updates to our website including the web counter and statistics I had printed from the StatCounter site. They were "blown off their socks" (their words, not mine) impressed with the product and what it was able to track. One person has already...”

SUE TODE
MARKETING COORDINATOR, CHADDOCK

“My name is Nathan and I'm a Statcounter Junkie. As I sat myself at the computer, log in and check my website stats for the 7th time today, it suddenly hits me. I'm addicted to StatCounter and I can't help myself. I'm constantly amazed by the variety of visitors that my site receives. From Turkey to Brazil, Saudi Arabia to Fiji (and all points in between), there's something inherently fascinating about watching something that you've created...”

NATHAN SMITH
NETPHONEDIRECTORY.COM

“I LOVE this service, LOVE IT! I'm so impressed with you guys, you have no idea. I'm a small business and StatCounter.com is helping me make everyday decisions in real time! I am able to figure out what is working for my new websites and my new business immediately after I implement a change. I can't thank you enough. Every small business owner that doesn't have the cash at first to purchase tracking add ons for their Websites...”

COLIN MCGRATH
PRESIDENT/CEO, DSL-EXPERTS

“Just wanted to tell you again how much I like everything. Wish I could say the same for a number of other sites that I visit often that have done 'makeovers'. Keep up the good work!”

BLAIR
HUMOR ETC

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2026

**CLICK FRAUD
SOFTWARE**

TOP PERFORMER





ABOUT CLICKGUARD



ClickGUARD is a fully automated, powerful protection tool that enables businesses to run secure & effective pay-per-click campaigns. The software eliminates unwanted clicks on your PPC ads, cleans up your traffic, and saves your budget for your real audience.

18

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“When using ClickGUARD, we found out that 24% of our clients’ campaigns were coming from click fraud. Thanks to ClickGUARD, we could block click fraud, and we also learned a lot of things about user behaviour.”

KARINA TAMA
FOUNDER, SENIORCARECLICKS

“Our clients were really happy. We did a little of both: we reduced ad spend and increased conversions - which also increased ROI.”

MARK AMBROSE
CEO AND FOUNDER, BATTLE PLAN

“ClickGuard has helped us regain control and confidence in how we spend our media budget.”

ELIAS NOTHELFER
MARKETING MANAGER, FLEXOPUS

“We saved thousands in ad waste within the first 30 days. Setup took less than an hour.”

JESS PARSONS
PAID SEARCH TEAM LEAD, HIP CREATIVE

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Compost Guy

CLICKPlacement





ABOUT KOCHAVA

KOCHAVA★

Kochava is the leading mobile data attribution platform and host of the largest independent mobile data marketplace, the Kochava Collective. The company provides secure, real-time data solutions to help customers establish identity, define and activate audiences, and measure and optimize all aspects of their marketing. Serving 10 of the top 10 largest apps in the world, Kochava dominates the top of the market. They provide enterprise brands with a consolidated Unified Audience Platform including data management and onboarding, cross-device configurable attribution, analytics, engagement, industry-leading fraud protection, and data enrichment....

99

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Kochava is a cornerstone of our growth stack and media buying strategy, serving as our source of truth for campaign performance. By unifying campaign attribution and app analytics across all our streaming platforms, Kochava delivers actionable insights that empower us to make data-driven decisions, driving maximum growth and optimizing return on ad spend.”

ESMAEL JUMAH
DIGITAL CHANNELS & GTM EXPERT, INTIGRAL

“Kochava SmartLinks give us a new level of visibility into how our QR code placements in-store and across other mediums drive mobile app adoption and increased customer stickiness. Our distribution strategy for QR codes is now much more data driven and we’re seeing direct results in the form of increased engagement.”

DANNY KOENIG
MARKETING ANALYTICS MANAGER, FOCUS BRANDS

“Kochava SmartLinks give us a new level of visibility into how our QR code placements in-store and across other mediums drive mobile app adoption and increased customer stickiness. Our distribution strategy for QR codes is now much more data-driven and we’re seeing direct results in the form of increased engagement.”

DANNY KOENIG
MARKETING ANALYTICS MANAGER, GOTO FOODS

“Using Kochava, we can directly attribute an incremental 16% of our in-app sales to our media efforts. These insights have empowered us to optimize mobile app acquisition and engagement efforts—leading to an incremental 32.5% YOY growth in mobile sales.”

DON SAJITH
HEAD OF ECOMMERCE & PAID MEDIA, SHAWARMER

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BLACK BEARS





ABOUT SINGULAR



Singular is a marketing intelligence platform that unifies marketing analytics, giving marketers actionable insights from previously siloed data. By connecting upper funnel marketing data with lower-funnel attribution data, marketers can measure ROI from every touchpoint across multiple channels and optimize spend down to the most granular levels. Singular currently tracks over \$10 billion in digital marketing spend to revenue and lifetime value across industries including commerce, travel, gaming, entertainment, media, and on-demand services.

147

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“We get higher SKAN signals with Singular than we had previously. More installs and revenue are now attributed and displayed within a shorter time, which makes it more efficient to shift budgets. Also, our SKAN eCPAs have become lower and relatively closer to what I see in the Networks’ dashboards.”

ANASTASIIA IVANOVA
MARKETING MANAGER, A THINKING APE

“With Singular, we feel confident exploring new marketing channels, which has been important in understanding where our audience is and where we achieve the best conversion rates.”

JULYANA DAHAN
HEAD OF GROWTH, NG.CASH (NEW GENERATION.CASH)

“Singular gave us the foundation to scale our UA operations without losing visibility. More partners, more campaigns, and we still know exactly what’s driving performance.”

GÜNAY AZER
FOUNDER, GAMELIGHT

“Singular has a very technical and knowledgeable team, which is reflected in its level of support and is more aligned with the maturity level of our organization.”

ERIC COUTO
HEAD OF MARKETING TECH, WILDLIFE

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ABOUT SPIDER AF



Spider AF is an ad fraud detection tool that detects, blocks, and protects web ads from invalid clicks and conversions. With centralized fraud management and advanced automation, advertisers can easily detect fraudulent activity across published ads. Spider AF provides full digital advertising transparency, allowing advertisers to track ad placement, identify fraudulent behaviors, and analyze clean - fraud free data.

80

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“While it's difficult to identify it due to so many variables, especially in our market, we have seen a consistent improvement in ROAS since integrating Spider AF.”

MARCO
DIGITAL MARKETING LEAD, P1 TRAVEL

“Spider AF's accuracy in detecting fraud stood out immediately. On top of that, the reporting tools helped me make smarter decisions about where and how to run my ads.”

VIENNA LOCKSMITH

“Spider AF develops a quality product tailored for all types of businesses in the advertisement industry that we can recommend for all internet services.”

NEND

“Every click mattered. We couldn't afford to waste even a single one.”

ONE MANAGER
FIDIA

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ABOUT TRAFFICGUARD



TrafficGuard's comprehensive ad verification and fraud prevention has been recognised by App Growth Awards, Effective Mobile Marketing Awards, MarTech Breakthrough Awards, Future Digital Platinum Award as well as Australia Financial Review's Most Innovative. TrafficGuard detects, mitigates and reports on digital ad fraud before it hits your advertising budget. Sitting within the advertising journey, TrafficGuard analyses impressions, clicks, conversions and events to mitigate ad fraud at its earliest reliable detection. Their proactive approach keeps your performance data clean and helps you scale and optimise your advertising...

32

TOTAL CUSTOMER REFERENCES

VIEW ALL REFERENCES

FEATURED TESTIMONIALS

“We are immensely grateful for TrafficGuard's invaluable assistance in safeguarding our PPC advertising campaigns. Their expertise in identifying and combatting invalid traffic and ad fraud has not only protected our advertising budget but has also elevated the integrity of our performance metrics. With TrafficGuard's support, we've been able to make more informed decisions and optimize our key business KPIs. Their automated prevention measures have proven to be an indispensable asset, helping us steer clear of costly pitfalls in the digital marketing landscape.”

AIRLINE PPC ADVERTISING COMPANY

“TrafficGuard helps us to detect and prevent digital ad fraud in real-time by automatically blocking invalid traffic coming to our website. We've experienced a remarkable decrease in fraudulent traffic, allowing us to focus our advertising budget on genuine traffic and reduce media wastage which in return is helping us to maximise our ad performance and increase our ROAS.”

GARY FOO
LEAD - GROWTH ACQUISITION, INCOME

“The value in TrafficGuard is that it has not only unlocked budget using the quarterly reports, but has actually increased the commission payments that would usually be deducted due to invalid traffic. Being a verified Google partner, we knew we had found a solution we could rely on and the impact on our Google Ads budget has been remarkable.”

ALISON

“The value in TrafficGuard is not only to unlock real-time insights into what type of bots are attacking. They also helped us eliminate invalid traffic by using dynamic exclusion lists that can transgress from over 30 thousand IP addresses versus the 500 IP industry average.”

JOE TOBIN
HEAD OF PPC, SEO & ASO, WILLIAM HILL

zain **tamam**

TRUSTED BY
NOW
FINANCE

Alison **gojek**



2026

**CLICK FRAUD
SOFTWARE**

RISING STAR





ABOUT ANURA



Anura is an ad fraud solution designed to improve your campaign performance by accurately exposing bots, malware, and human fraud in real-time. Anura's solution mitigates ad fraud allowing advertisers to invest more resources towards growing their business. The Anura solution works to eliminate false positives by only marking visitors as fraudulent when it is 100% confident the visitor isn't real. Benchmarked against validated conversion data, Anura is able to ensure the accuracy and thoroughness of the solution. Anura also offers the most detailed analytics dashboard to provide the proof of fraud. With a combination of machine learning and experienced...

37

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“We’ve tested multiple fraud detection solutions over the years—some, like Picalate, provided unreliable results, while others, like HUMAN, came with a heavy price tag. Anura delivered verified, real-time fraud detection at a fraction of the cost, making it the most balanced and scalable solution we’ve worked with.”

SHAHAR KADAYER
CHIEF MARKETING OFFICER, EMTV

“We’ve been using Anura for less than six months, but it’s worth every penny already. Any time I see fraud ratios go up, it prepares me for what comes next in terms of our affiliate network. I can always go to Anura, drill down, and find the issue at hand.”

JUDITH-ANN SARJEANT
SECURITY, FRAUD, AND COMPLIANCE SPECIALIST,
MAJOR WEB SERVICES COMPANY

“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

“While using Anura, I have found that it is very accurate and has the ability to customize your site set up right out of the box. It is great to work with.”

DOM SHIPLEY
VP OF TECHNOLOGY, SPACEJET

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ABOUT CLIXTELL



Clixtell is a world leader in providing cutting edge solutions for call tracking and preventing click fraud. The company's professional track record is based on expertise acquired by years of experience in developing state of the art software providing well established solutions suited for all business. The company provides custom made solutions for large agencies as well as to small businesses worldwide. Its bulletproof and flexible plans are designed to suite all clients according to their specific demands and needs and their field of expertise.

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TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Clixtell quickly increased our ROI on PPC campaigns. While easy to use and efficient, it provided useful insights to boost our digital marketing. We easily optimize our PPC campaigns while protecting our ever growing budget from click fraud. Great solution.”

ERIC SULLIVAN
CHIEF EXECUTIVE OFFICER, MERCURY DIGITAL

“Clixtell's dashboard and mobile app allows my clients keep track of all their clicks and calls in one simple app. We can choose what info each customer has access to – making sure we can focus on maximizing ROI for our clients. Highly recommended.”

ANNA S.
SHARP DIGITAL

“Clixtell is a simple, user friendly and powerful call tracking software, it saves me time and money by allowing me to track which advertising channels, campaigns and keywords are the most successful and driving the calls. Highly Recommended!”

ROBERT CRUISE
DMARKETERS

“Clixtell helps us detect and block all the invalid click activity on our PPC campaigns. We currently use them on all of our Google Ads clients. The platform also provides insights into what keywords are most profitable for us. Great value.”

DAVID PARKER
SEO HEROES

TRUSTED BY





ABOUT OPTICKS



Opticks provides fraud detection and prevention solutions for leading advertisers and agencies. Their relentless mission is to deliver reliable and innovative software to beat digital fraud. Opticks is a cybersecurity company that provides anti ad-fraud solutions to leading businesses worldwide. Their relentless mission is to deliver reliable and innovative software to beat digital fraud.

35

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Thanks to Opticks, we’re now able to make better strategic decisions, based on valid data collected across all our advertising channels. From the beginning, we’ve directly seen our paid campaigns improve automatically. We can now identify invalid traffic before it impacts our campaigns, and prevent paying out for fake clicks.”

LAURA CASADO
PERFORMANCE GLOBAL MANAGER, THE POWER
BUSINESS SCHOOL

“Opticks has enabled us to monitor the health of the traffic sent by publishers in real time. Plus, it also has offered us a greater control to monitor and block unwanted traffic. The dashboard itself, and customizable reports work like cherry on top of the cake for our business operations.”

OPERATION MANAGER
HUAWEI

“Opticks provided responsive guidance and support from the very start, along with a powerful analytics platform that allowed us to deeply investigate our fraudulent traffic sources.”

YOLANDA ZORNOZA
PPC MANAGER, CORTINADECOR

“Opticks has made analyzing and managing our marketing data simple and efficient.”

GEE
PERFORMANCE ANALYST, UKSOCCERSHOP

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PUSHGROUND

onmobile

mqbibase





ABOUT SHIELD



SHIELD is the world's leading risk intelligence company, empowering online businesses to stop fraud, build trust, and drive growth. Powered by the latest AI technology, SHIELD combines cutting-edge device fingerprinting with its proprietary Global Intelligence Network to detect new and unknown fraud threats in real time. SHIELD offers a range of solutions that span device fingerprinting, enterprise-grade protection, ad fraud prevention, and alternative credit risk intelligence. With offices across the globe and customers on every continent, SHIELD is rapidly achieving its global mission - to shield the world from all online...

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TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Our partnership with SHIELD is essential to strengthening the trust in our platform. With SHIELD’s technology, we’re able to block high-risk devices in real time, significantly reducing fake transactions and associated costs. As we continue to grow and support digital creators, this proactive approach to fraud prevention is key to delivering a reliable experience for our users.”

MICHEL ANK
CHIEF EXECUTIVE OFFICER, LASTLINK

“SHIELD’s technology has helped us block fraudsters based on the signals it detects, while ensuring a seamless experience for legitimate users. Its device-first fraud intelligence platform precisely identifies and blocks fake accounts, protects user privacy, and gives us the confidence to expand our fraud prevention strategy safely and sustainably.”

CAMILA BRAGA
SENIOR PRODUCT MANAGER, OLX

“SHIELD gives us a clear line of sight between good users and fraudsters—helping us approve more real transactions and avoid costly fraud attacks. With SHIELD’s Device Intelligence in place, we’ve been able to scale faster without compromising on security or trust.”

ARTHUR ALVARENGA
CO-FOUNDER AND CEO, HUBLA

“Trust is key to gaining merchant confidence. SHIELD’s technology has been instrumental in helping to provide our merchants with a trusted digital environment as they continue to scale with us.”

SUBHASH CHOUDHARY
CO-FOUNDER, DUKAAN

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