

ASX RELEASE

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## LAUNCH OF PAY PER CLICK FRAUD PROTECTION EXPANDS ADDRESSABLE MARKET

### Key Highlights

- Pay-per-click (PPC) fraud protection has been introduced to the TrafficGuard customer platform, allowing TrafficGuard to enter a new, rapidly growing market segment
- PPC fraud protection appeals to a lucrative new and large market segment of advertisers that rely on Google Ads as their primary digital advertising channel
- TrafficGuard's PPC protection can now help protect clients' Google Ads budgets from fraud and invalid traffic
- Capitalising on existing intellectual property, PPC protection will be a new way to scale TrafficGuard's existing client base, while also appealing to a new segment of advertisers
- PPC fraud protection will be available as both a standalone product and in conjunction with TrafficGuard's existing performance and ad fraud offerings
- Google represents 31% of the global digital advertising market

Adveritas Limited (**Company** or **Adveritas**) (**ASX: AVI**) is pleased to advise that it has launched a new PPC fraud protection solution for TrafficGuard. PPC protection will help defend customers' Google Ads campaigns from invalid traffic and click fraud. Complementary to TrafficGuard's mobile and performance ad fraud prevention offerings, PPC protection will both broaden TrafficGuard's addressable market and increase its utility to existing segments.

Leveraging existing intellectual property, the commercial benefits of TrafficGuard's PPC protection are threefold:

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1. **New segments** - PPC protection enables TrafficGuard to service a completely new segment of advertisers for which Google Ads constitutes a majority of their budgets. This is a long-tail opportunity, with the PPC offering expected to appeal to advertisers of all budget sizes. TrafficGuard's PPC protection will have a self-serve offering, with a 3 step, low-touch set up process, therefore eliminating costs associated with a sales force.
2. **New value in existing segments**- Clients and prospects using TrafficGuard's performance ad fraud protection have expressed interest in protecting their Google Ads spend with TrafficGuard. PPC protection will grow the value of each account whilst increasing customer satisfaction and client retention.
3. **New enterprise sales point of entry** - PPC protection will be an alternative offering for Adveritas' sales and marketing teams to introduce TrafficGuard into businesses that don't perceive a fraud problem with their performance channels.

Google is the largest digital advertising provider in the world, representing over 31% of global digital ad spend<sup>1</sup>.

- ENDS -



### About Adveritas

Adveritas Ltd (ASX:AVI) creates innovative software solutions that leverage big data to drive business performance. Adveritas' ad fraud prevention software, TrafficGuard, is its first available software as a service. TrafficGuard, counts global ad network, ClearPier (<http://clearpier.com/>) and media agency, Omnicom Media Group (MENA) (<https://www.omnicommediagroup.com/>), amongst its early adopters. For more information, see <https://www.adveritas.com.au/>

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<sup>1</sup> Digital Ad Spending 2019, eMarketer 2019



### **About TrafficGuard**

TrafficGuard detects, mitigates and reports on ad fraud before it impacts digital advertising budgets. Three formidable layers of protection block both general invalid traffic (GIVT) and sophisticated invalid traffic (SIVT) to ensure that digital advertising results in legitimate advertising engagement. TrafficGuard uses patent-pending technology and proprietary big data accumulated by the performance advertising business previously operated by the Company.

For more information about TrafficGuard's comprehensive fraud mitigation, see <https://www.trafficguard.ai>

For more information, please contact:

#### **Investor Enquiries**

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