

VERACITY

Website Threat Protection

VERACITY Website Threat Protection is a machine-learning bot detection solution that protects your websites from automated attacks. Website Threat Protection safeguards your online revenue, competitive edge, and brand reputation by addressing the twin challenges of:

- security – minimising vulnerabilities and defending from threat
- fraud – preventing loss and ensuring friction-free customer experience

Website Threat Protection is applicable to any business operating a website and blocks a wide range of bot attacks, preserving website performance, and optimising infrastructure costs and security resources.

Furthermore, it is sector agnostic and represents a 'hygiene' factor essential solution required by any business that wants to protect its data, clients, reputation, and its future! This is especially relevant for small-and-medium sized businesses, often with budget or knowledge constraints BUT being just as vulnerable to fraudulent activity as larger enterprises.

What are the threats?

It's extremely likely that automated bots are generating over 50% of the traffic to your website. While some bots are legitimate, such as search engine crawlers, most of this automated traffic comes from malicious bots that continue to increase and evolve.

These bots try to take over your users' accounts, scrape your content and pricing, abuse your payment services, and manipulate inventory.

As well as posing a security threat, bots can also significantly affect operational costs and contaminate your business analytics with false data which can lead to flawed decision-making.

Online fraud has evolved significantly over recent years, rendering traditional security tools ineffective. As financial incentives grow and attack costs lower, the risk to all organisations increases. From client-side attacks that steal sensitive data from compromised third-party JavaScript, to bots that leverage it to commit fraud – you need protection from these threats.

Reduce exposure to fraud and limit the risk to your business!

Use Website Threat Protection to prevent fraud before it's committed!

Bad bots affect your business by committing online fraud through, for example, account takeover or competitive price scraping. Reduce the adverse business impact and remove bad bot traffic with Website Threat Protection. Gain visibility and control over human, good bot, and bad bot traffic without imposing friction on legitimate users.

Stopping bots and achieving compliance helps maintain your brand reputation, avoid costs and losses associated with bot-related security issues. Knowing that you take these steps to reduce fraud increases your customers confidence, loyalty, and trust.

Make better business decisions by effectively blocking malicious bots on your websites. maintain your competitive edge and protect your SEO ranking.

The VERACITY Advantage

Small or large, we protect you

Unlike most security and fraud protection solutions, Website Threat Protection is available to, and works for, even the smallest organisation. Whilst so much of the cybersecurity industry is focussed on large enterprises, we believe that small to medium sized enterprises deserve a solution that fits both their needs and their budgets.

Whatever your business, we protect you

No matter what your business, or whether you are a transactional or informational website, the threat of bots on your website is ever-present. Website Threat Protection is applicable to multiple market sectors and business types.

Good for your business and your customer

Website Threat Protection is easy to implement for your business. And there is a better customer experience because we detect bots without unnecessary friction on legitimate consumers, leading to improved conversion rates.

What Next?

Start protecting your business with a free 14-day Threat Assessment. We'll detect the amount of bot traffic on your website and demonstrate the blocking capabilities.

About Veracity Trust Network

Veracity Trust Network safeguards organisations from the threat of bot attacks. We leverage deep tech machine-learning to address:

- **Security** – minimise vulnerabilities and defend from threats
- **Fraud** – prevent loss and ensure friction-free customer experience
- **Ad Tech** – protect ad spend and keep bot data out of marketing decisions

Security and Fraud challenges are addressed by **VERACITY Website Threat Protection**.

This is a solution applicable to any business operating a website.

Ad Tech challenges are addressed by **VERACITY Ad Fraud Protection**.

We reduce wasted marketing budget for any marketing agency or in-house marketing team that is spending money on paid search and social advertising. We detect bots across all channels & block them on Facebook, Instagram, LinkedIn, Google Search Ads, and Microsoft Search Ads.

Start protecting your business against bot threats. Visit www.veracitytrustnetwork.com

What do our customers say?

"The system will provide invaluable insights that I have no other way of accessing."

E-Commerce business

"Veracity will give us knowledge that we wouldn't be able to get from other sources, to improve our website performance by disengaging bots at the earliest opportunity."

Online Travel business

"Veracity has the potential to be such a valuable piece of technology for our business. This is a missing cornerstone of our product: I'm already bought in."

Cybersecurity business

"We have been able to use the data from Veracity to make significant changes to our SEO policy for the better performance of our website. We will definitely recommend VERACITY Website Threat Protection to our clients, especially in the US market where there is a real need for such analytical knowledge in small & mid-market organisations."

Marketing Agency