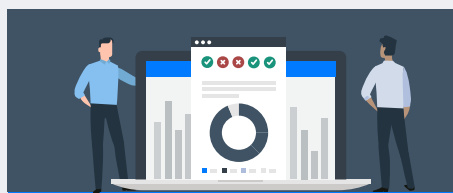


# TUNE

## PROACTIVE FRAUD PREVENTION

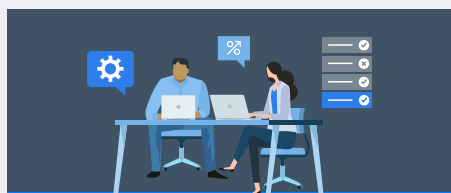
STAY AHEAD OF FRAUD

Automatically detect and reject fraudulent activity with Proactive Fraud Prevention from TUNE, the only Partner Marketing Platform with automatic fraud protection built in. This free technology combines revolutionary automation capabilities from TUNE, with premier ad fraud detection from Fraudlogix to provide brands the most powerful protection in the industry.



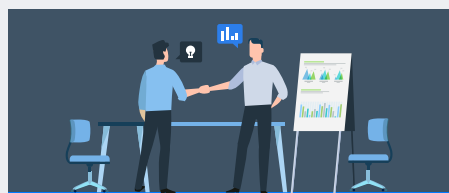
### DO MORE Play Offense, Not Defense

Let your platform work with you and for you.



### WITH LESS Manage It All On One Platform

Fraudlogix data built right in – no moving parts.



### WORRY FREE Invest In The Right Relationships

Choose partners that best align with your goals.

## How Proactive Fraud Prevention Works

Proactive Fraud Prevention automatically detects and rejects fake clicks and bad traffic from:

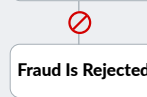
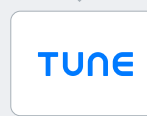
- Known Malware and Bots
- Non-Human Scripts
- Known Compromised Sources
- Spoofed Traffic
- Anonymous Proxies



Real User Traffic



Bots & Bad Actors



Fraud Is Rejected

Timeframe	Start and end dates	Feb 14, 2019	Feb 20, 2019	
Rooter Marketing	679,938	89.27%	81,739	81,739
Last 7 days reports and reports				
Affiliate	Unique Clicks	Unique Click Rate	Rejected Clicks	Suspicious Clicks
Search Affiliate 001	289,815	100.00%	0	0
Search Affiliate Partners	38	87.87%	0	0
Smith & Smith Publishers	7	100.00%	0	0
CMJ2018 Advertising	115	88.66%	89	89
Reaper Marketing	416,988	92.27%	49,196	49,196
Site and Content	0	100.00%	0	0

Traffic Fraud Report is generated

Use the new Traffic Fraud report to drill into the sources and root causes of your biggest fraud exposures.

Learn how you can stay ahead of ad fraud by contacting [sales@tune.com](mailto:sales@tune.com)

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