24 metrics

RealTime Click / Impression and Conversion Screening

Fraud Detection dashboard screenshot showing Lead Generation Industry Settings with Clicks, Conversions, Impressions filters and Fraud Development +54% vs last week.

Speed, Accuracy and Precision meet

Starting at just 99 Euro / month

Precision	False Positive Rate	Accuracy	Latency
99.87 %	**0.13 %**	**99.8 %**	**< 50 ms**
Rate of how many previously fraudulent flagged conversions are actually fraudulent.	Inbuilt safety margins and adaptability to the type of traffic ensure a very small false positive rate.	Overall effectiveness combining true positives and true negatives.	A global low latency infrastructure enabling realtime Fraud prevention

Real Results for Advertisers Like You

See how 24metrics delivered immediate impact:

> "Implementing 24metrics was straight forward. We implemented their JavaScript on our eCommerce Shop and prevented cookie dropping and other fraud for $25,000 in the first month alone just by eliminating fraudulent traffic we didn't even know we had. Plus, the time discussing with Affiliates about invalid traffic has been cut down by half, allowing us to focus on strategy instead of vetting."
>
> - Marketing Director of a eCommerce Advertiser

Fraud Prevention reimagined

In today's economic climate, maximizing efficiency and **reducing costs** is crucial.
24metrics AdSecurity is designed to deliver on both fronts:

Industry Fraud Presets

Leveraging our 10 year deep expertise in Fraud Detection, you get out of the box customized industry presets that work at a click of button. **Presets available for:** Lead Generation, eCommerce, Cost Per Click, Search Campaigns and Mobile campaigns.

Cost Efficient

We have fine tuned our servers, integration and user-experience to deliver the most scalable and affordable solution in the market. The average customer reports a 60x return. Pricing starts at just **€ 99 / month.**

Detailed Reports and Traffic Insights

Clear reasons for Fraud and visual representation differentiate good sources from bad ones. Every rejected click or conversion comes with a clear rejection reasons. Combined with a false positive rate below 0.01% it's a clear money saver.

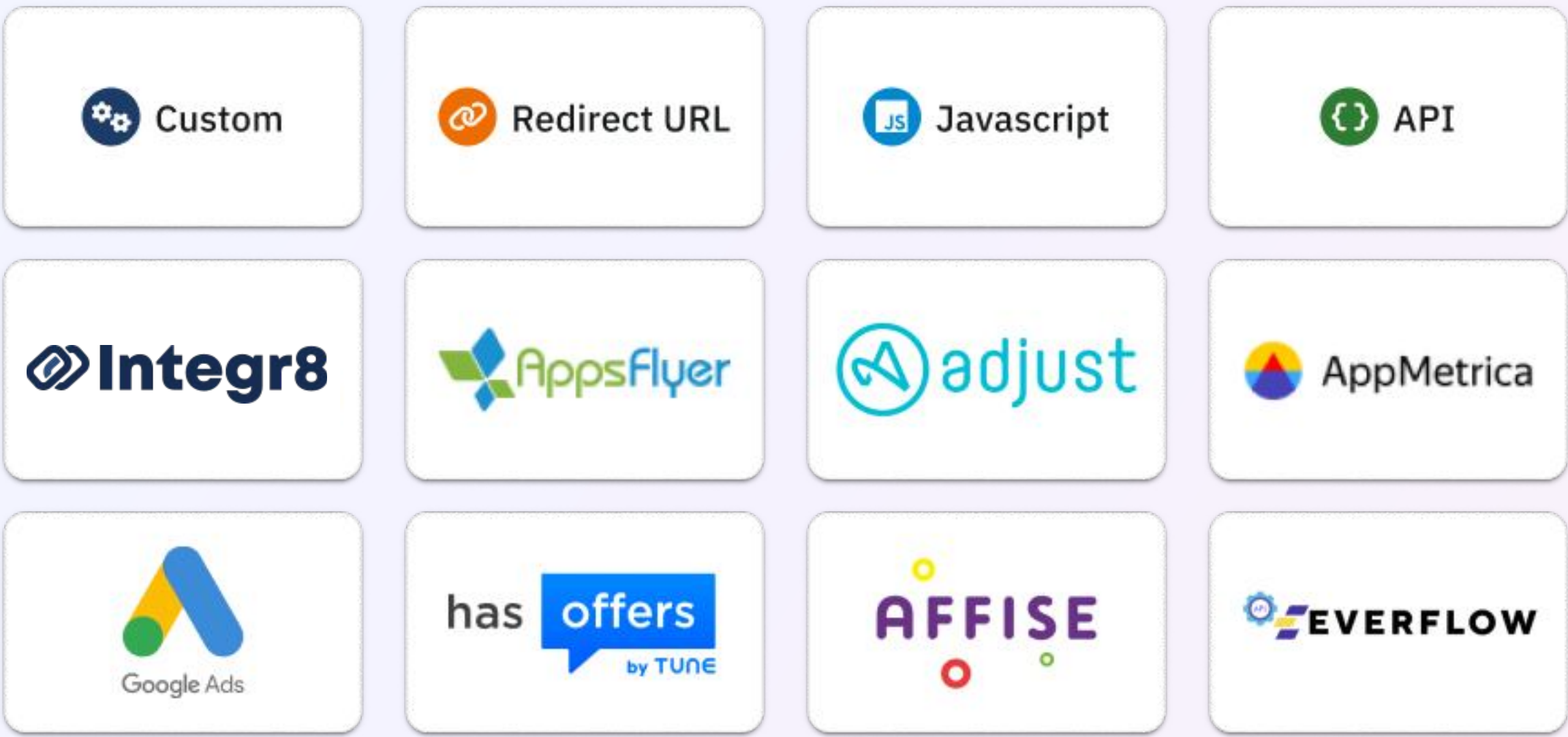### Integrated Affiliate Tracking Platform

We integrate with many Affiliate Tracking Platforms including Hasoffers, Everflow, Affise and our own newly launched platform Integr8.co that uniquely combines Fraud Prevention and Tracking unlike any other system in the market.

Real-time dashboard: Performance metrics & fraud alerts.

Detailed rejection analysis for transparent client communication.

Custom • Redirect URL • Javascript • API

Integr8 • AppsFlyer • adjust • AppMetrica

Google Ads • has offers by TUNE • AFFISE • EVERFLOW

The 24metrics Advantage

- All-in-one platform: **Clicks / Conversion / Impressions**
- Modern, intuitive interface clients will love
- Real-time click blocking option
- A total of 37 Fraud Filters
- Easy Integration via JavaScript Tag or API
- Seamless Affiliate Tracking Integration
- Very low false positive rate
- Real-time statistics and comprehensive reporting

Experience AdSecurity Firsthand

See the platform in action. Log into our demo account to explore the features and interface.

Login URL: https://app.24metrics.com

Email: demo@24metrics.com

Password: demo24metrics

Access Demo Account • Contact Us