



PREVENT · PROTECT · PERFORM

PARTNERSHIP PROTECTION

Stop fraud & safeguard your brand

Partnerize and BrandVerity offer a full range of tools to detect possible partnership fraud, paid search monitoring infringements and web compliance issues. But what actually is partnership fraud and what is the potential effect on your business?

MOST COMMON FORMS OF FRAUD

Partnership fraud is a constantly evolving arena. Partnerize uses advanced proprietary data-science to detect unusual data patterns that warrant review and possible investigation. The most common types of fraud we see in the partnership channel are:

Click Spoofing	Toolbar Injections
Click Insertion	Deceiving Redirects
Click Flooding	Bot Fraud
Device Spoofing	Cookie Stuffing
Proxy Tunneling	Illegitimate Install Form

THE IMPACT ON THE INDUSTRY

Thousands of brands and partners use the Partnerize Fraud Manager every day. But what is the scale of the threat that they're protecting themselves from? We've taken a closer look at both Partnerize and industry data to analyze the effect of fraud and what the true cost is to marketers.

9%



It's estimated that **9%** of all partnership transactions are affected by fraud.

Source: CHEQ Global Economic Impact Study, 2020

\$1.4 BILLION ↓



By the end of 2020, affiliate marketers are **expected to lose \$1.4 billion** from fraudulent transactions.

Source: CHEQ Global Economic Impact Study, 2020

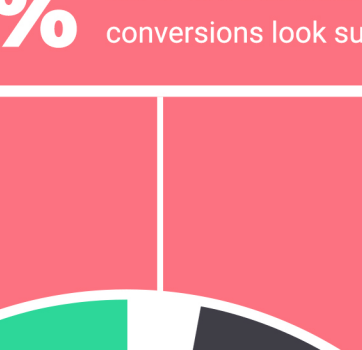
1,300 POSSIBLE FRAUD ALERTS



On an average day and across all clients, **the Partnerize Anti-Fraud Suite alerts marketers to 1,300 possible fraud alerts.**

Source: Partnerize Partner Automation Platform

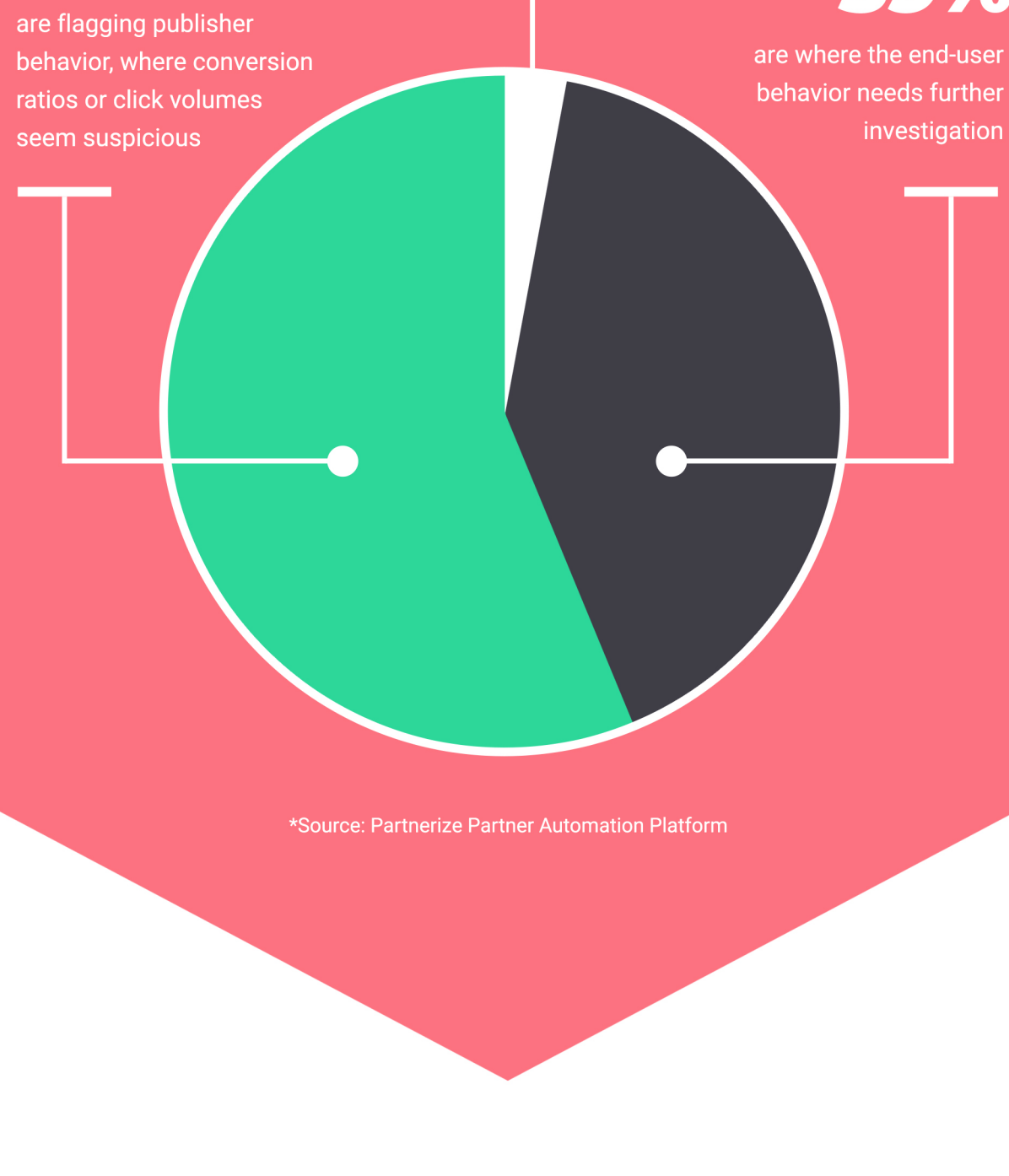
AVERAGE 1.5% POTENTIALLY FRAUDULENT CONVERSIONS



On average, 1.5% of conversions are potentially fraudulent.

Source: Partnerize Partner Automation Platform

BREAKDOWN OF FRAUD ALERTS



THE NATURE OF NON-COMPLIANCE

Partnering with you is a privilege, not a right. It's important that your partners and affiliates adhere to your terms and conditions. However, sometimes bad actors sneak through and conduct non-compliant behavior. The most common types of affiliate and partner non-compliance are:

URL Spoofing	Keyword Bidding
Dayparting	Trademark Violations
Displaying Unauthorized Ads	IP & Geo Targeting

THE IMPLICATIONS OF INFRINGEMENTS

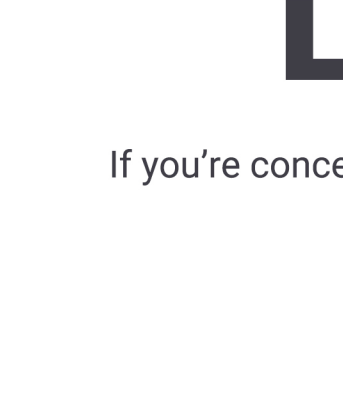
Search monitoring and web compliance are critical technology for partner and affiliate programs. Partnerize has acquired the technology and team of BrandVerity, the monitoring and compliance leader, to offer an unsurpassed, integrated brand protection solution. This has enabled us to look at the implications of infringements and what it means when your partners aren't compliant.



After only three months, retail brands using BrandVerity's Paid Search Monitoring Tool see an **average decrease in partner abuse of 77%.**



In Q4, trademark infringements increase by 20-30% due to increased holiday season traffic.



Through automation and built-in remediation tools, the average BrandVerity customer saves significant time, **spending only FIVE MINUTES a week managing trademark infringements.**

WANT TO LEARN MORE?

If you're concerned about fraud and affiliate compliance, reach out to us today to learn more.

[Request a demo](#)