

How **Everflow** & **Anura** Blocked Bots to Cut **Axad Capital's** Bad Traffic by 58%

58%

Decrease in
Invalid Clicks

2.8x

High-Quality
Traffic

670K

Fake Clicks
Filtered

Scaling Your Network Shouldn't Mean Sacrificing Lead Quality

Expanding across new publishers left Axad Capital vulnerable to invalid clicks and wasted ad spend. Integrating Anura with Everflow filtered their bad traffic in real time, turning protection into a reliable revenue driver.

How Did They Do It?

- **Unified partner tracking and attribution** in Everflow to simplify campaign management
- **Layered in Anura's anti-fraud platform** to validate clicks before wasting ad budget
- **Fed threat intelligence back into Everflow** to automatically filter bad traffic sources

[Read Full Case Study](#)

