cleartrust

Redirect Link Scan

Real-Time Link Protection & Traffic Validation

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1. Introduction

ClearTrust introduces a cutting-edge fraud detection platform designed to assist AdOps, marketing, and performance teams in identifying and combating Ad Fraud / Invalid Traffic instantly, while providing comprehensive insights into traffic risk parameters.

The **Secure Redirect Link Scan** solution wraps standard destination URLs with real-time validation capabilities. When users click a generated secure link, ClearTrust instantly analyzes and scores incoming traffic before monitoring, dropping, or rerouting users based on custom risk configurations.

2. Purpose

This document serves as an operational guide for setup and integration of **Redirect Link Scans** via the ClearTrust Dashboard. It enables link-level traffic verification without requiring manual JavaScript code embedding or origin-server modifications.

3. How It Works

When a user clicks on a generated ClearTrust secure link, the traffic passes through ClearTrust's edge servers for instant evaluation before reaching the destination page.

User Clicks Secure Link → ClearTrust Servers → Real-Time Score → Action Taken (Monitor / Drop / Redirect)

1. **Traffic Ingestion:** The incoming request hits the ClearTrust link node first.
2. **Real-Time Inspection:** Advanced detection algorithms analyze headers, device signatures, IP reputation, and non-human traffic indicators.
3. **Score Assignment:** Traffic is categorized into a standard Traffic Quality Score (0 to 3).
4. **Action Execution:** The engine automatically processes the user based on your chosen handling rule. (Monitor, Drop or Redirect)

4. Traffic Quality Scoring

ClearTrust evaluates each request and outputs a **Traffic Quality Score** :

Score	Classification
0	**Clean Traffic**
1	**High Risk**
2	**Medium Risk**
3	**Low Risk**
-1	**Error**

5. Setup & Configuration Guide

Step 1: Create New Scan

- Log in to your **ClearTrust Dashboard**.
- Navigate to the scan management page and click on **Create New Scan**.
- In the scan type selection, select **Redirect Link**.

Step 2: Enter Destination Page URL

- In the **Destination URL** field, enter your target landing page link.
- This is the endpoint where legitimate, clean traffic will be forwarded upon validation.

Step 3: Select Traffic Handling Method

Choose one of the three handling methods based on your operational requirement:

- **Monitor:** Allows all traffic through to the destination URL while measuring and recording risk scores on your dashboard.
- **Drop:** Drops matching invalid traffic immediately, preventing undesirable hits from reaching your landing page.
- **Redirect:** Diverts flagged traffic away from your landing page to an alternative URL (e.g., sink page, fallback page, etc).

Step 4: Select Risk Filter Thresholds

When selecting **Drop** or **Redirect**, specify which risk scores should trigger the action:

- **High Risk (1):** Block or Redirect High Risk Traffic.
- **Medium Risk (2):** Block or Redirect Medium Risk Traffic.
- **Low Risk (3):** Block or Redirect Low Risk Traffic.
- *If Redirect is selected:* Enter the alternative **Redirect URL**.

Step 5: Generate & Deploy Secure Link

- Click on **Create & Share**.
- The dashboard will instantly generate a **Secure Redirect Link**.
- Copy and distribute this link across your campaign channels in place of your raw destination URL.

6. Sample Generated Redirect Link

Below is a dummy sample of the generated secure link for reference:

SAMPLE REDIRECT URL :

https://fst.onl/TINYCODE?aff=RLDS01&subaff={{ad.id}}&sid0={{ad.id}}