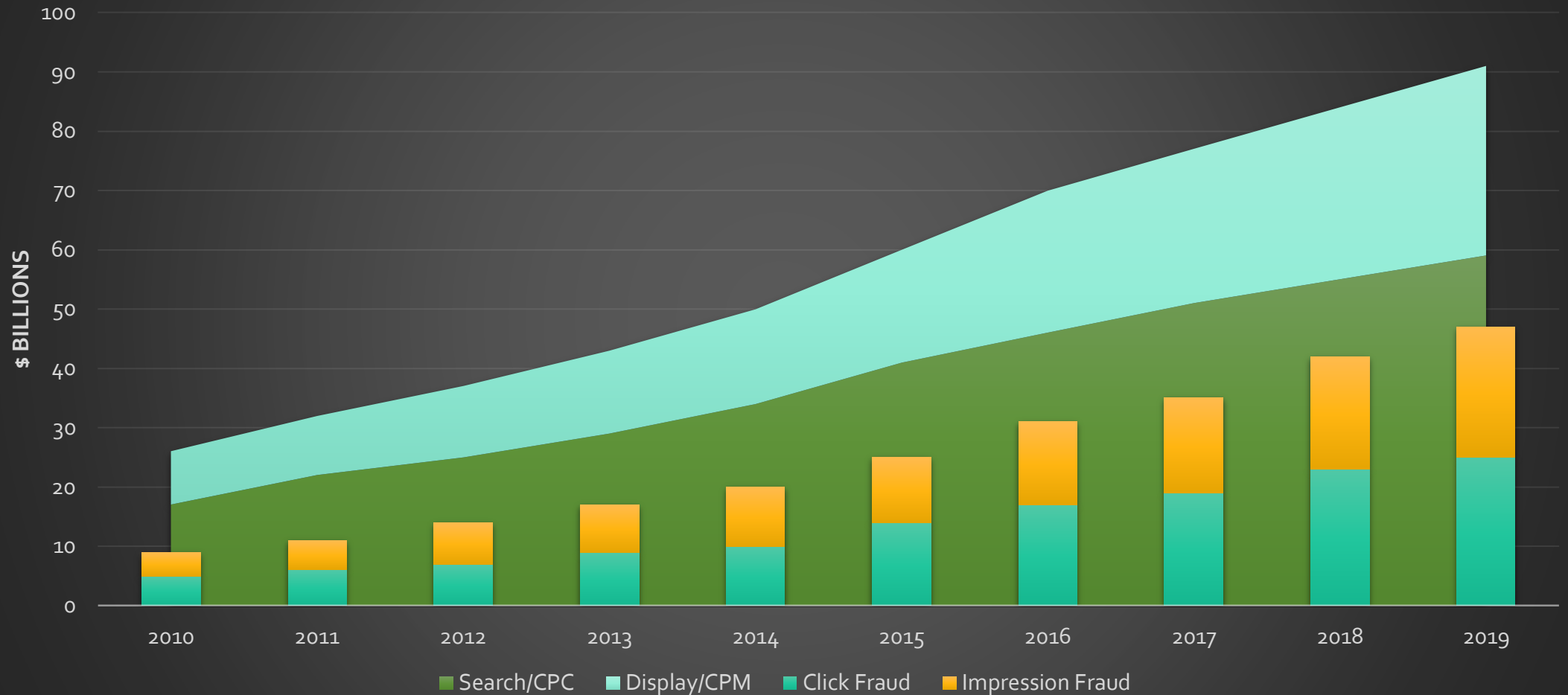


INDEPENDENT AD FRAUD DETECTION

«We know that part of our traffic is fraudulent.
The question is what part?»

Digital ad spend vs fraud

Global statistics and FraudScore data



**As more money is poured into online advertising,
the incentive to try and steal it grows.**

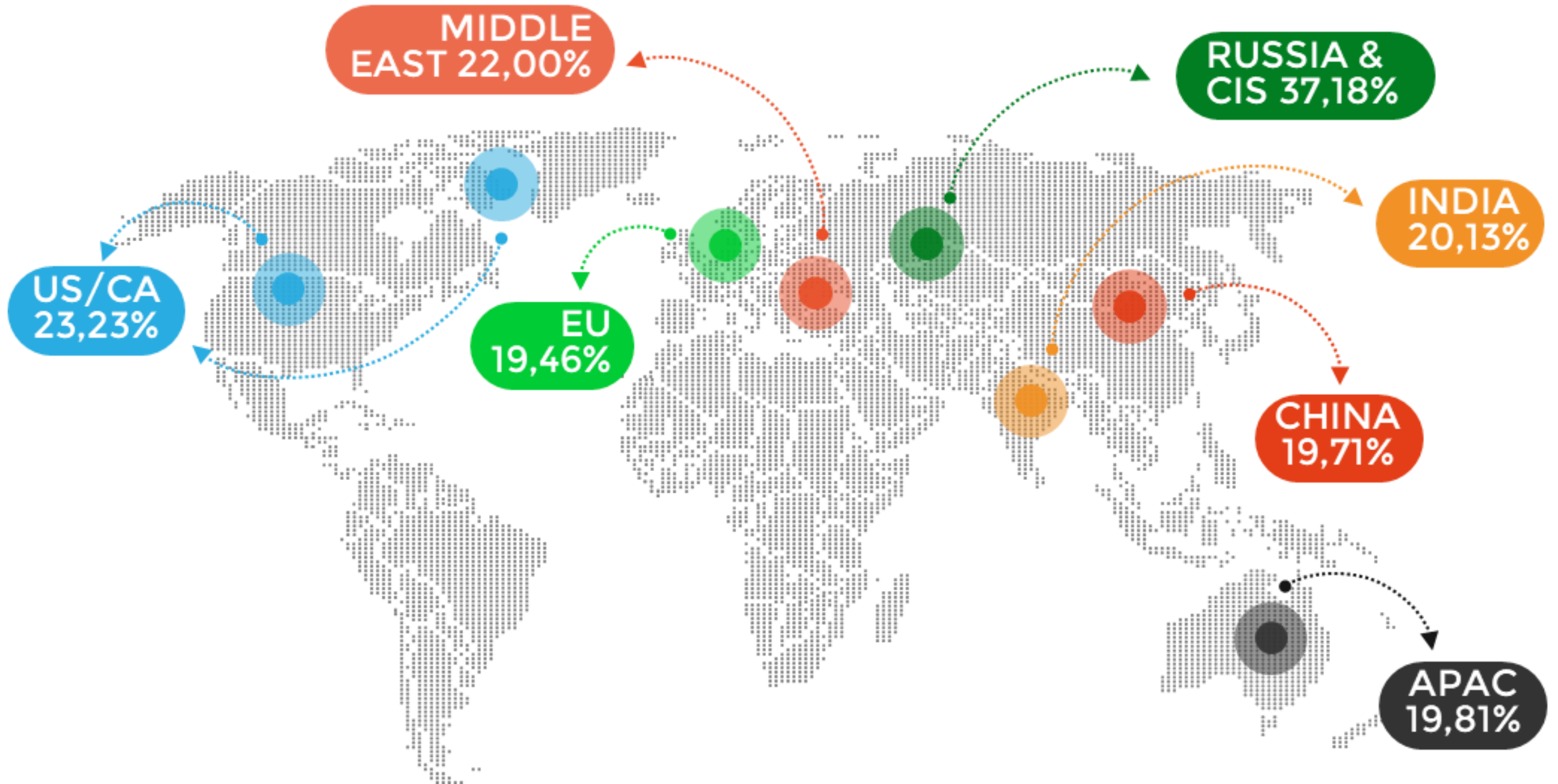
2019: advertisers lose up to \$42B* to fraudsters.


By 2023 the loses might reach \$100B.

One dollar of every three spent in online ads is lost to ad fraud.

*According to [Juniper Research](#)

All the major geos are affected





Uber goes on with a legal charges
against 100+ ad networks and
publishers, claiming the loses of more
than

50 000 000 \$*

*According to the [Bloomberg](#)

What antifraud solution to choose?

| | Expertise | Indifference | Data Volume / Integrity | Price | Performance |
|-----------------------------|-----------|--------------|-------------------------|--------|-------------|
| In-house | Low | Low | Low | \$\$\$ | Low |
| Marketing platform, Tracker | Mid | Mid | High | \$\$ | Mid |
| SaaS | High | High | High | \$\$ | High |

Fraud types*

DEVICE FRAUD

- Fake device IDs
- Device emulators
- Hijacked device

IP ANOMALIES

- Multiple conversions from the same IP
- Multiple conversions from the same IP subnet

DETECTED PROXY

- Traffic that is routed through an intermediary proxy device or network
- IPs that are associated with known Botnets and Adware
- User are actively hiding their identity or making conversions from an unwanted GEO

BROWSER ANOMALIES

The parameters that shows that the used version of a user's browser is old, outdated or completely fake (never existed)

DATACENTER TRAFFIC

Traffic originating from servers in datacenters or known cloud platform providers

BAD SOURCE

- Click done from a suspicious site
- Source traffic is not as declared

OPERATING SYSTEM FRAUD

Anomalies with Operating system that are fraudulent: abnormal device distribution within traffic (device models, browser versions, operating system, etc.)

ATTRIBUTION FRAUD

- Click spamming
- Cookie stuffing
- Click injection

BLACKLIST

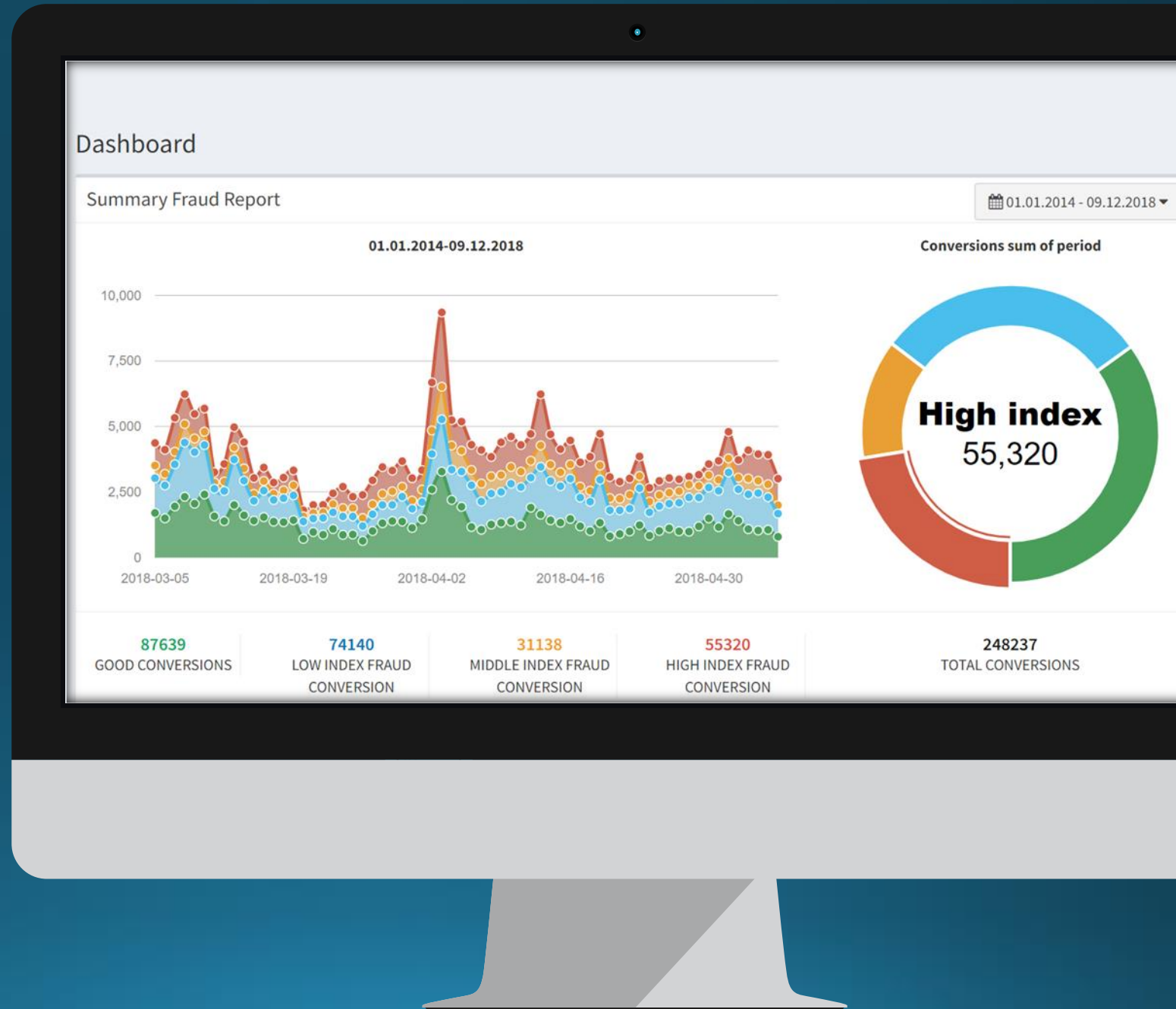
Suspicious parameters that are detected when an IP is included in fraudulent sources blacklists

***detected by FraudScore platform**

Interactive user-friendly dashboard

✓ Detailed fraud detection analytics
and unique scoring system

✓ Comprehensive and easy-to-read
fraud reports



100+ metrics to drill down the fraud report

↑ 10

Ratings for TOP 10 fraud offers and affiliates



Fraud-Bar that shows division of fraudulent conversions








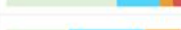


Show 10 entries

Search:

Fields CSV PDF Excel ? Fraud reasons Short link Reject

Previous 1 2 3 4 5 ...

180 Next

| Offer ID | Offer name | Fraud score | Conversions count | % of total | Fraud status |
|----------|----------------------------------|-------------|-------------------|------------|---|
| 37905 | f6edc5228c8c800d374fd48c44082d70 | 24 | 10242 | 4.13 % |  |
| 82412 | 68155b7a3521ca5f5caadcba3f413233 | 61 | 7621 | 3.07 % |  |
| 109329 | 466eaf9cce6a67553a9a045e9c07ce01 | 15 | 6200 | 2.5 % |  |
| 205524 | 4eb038cb0338033930fbe4fa16ce4ee3 | 36 | 6011 | 2.42 % |  |
| 71950 | bb2793c07d0d39bff59bf4d7321745b | 35 | 5816 | 2.34 % |  |
| 213997 | 19ee14fa05dc5a3493b3c9176df33589 | 13 | 5787 | 2.33 % |  |
| 201626 | bb2793c07d0d39bff59bf4d7321745b | 15 | 3985 | 1.61 % |  |
| 1303 | 05a907b85d8acc021c3635aa5cb13db3 | 27 | 3675 | 1.48 % |  |
| 3226 | 0fbe17b26e96b296033c553c005b55a7 | 31 | 3560 | 1.43 % |  |
| 201111 | f65c43543289e70aa4e8bc3ac0f3d934 | 75 | 3377 | 1.36 % |  |

Showing 1 to 10 of 1,795 entries

Previous 1 2 3 4 5 ... 180 Next

Maps and other Interactive useful graphs

- ✓ Interactive maps and useful charts to see the whole picture of detected fraud, fraudulent geos and detected fraud categories





Trusted by the industry's TOP-players



“ FraudScore has easy to handle APIs which permitted us to integrate fraud analysis findings into our own dashboards. Their own interface is very intuitive and offers infinite possibilities in terms of filtering and digging into data. FraudScore team is very receptive to users feedback and continuously introduces improvements to their product.

Luis Barrague | HeadWay Digital



“ Fraudscore has been our first line of defense against measuring questionable traffic. As the mobile digital advertising landscape continually expands, it becomes complex as it relates to user attribution measurement. The need for precise data has never been more important to the success of our business and our clients marketing efforts. FraudScore's engineers made integration seamless and user friendly. The user interface allows us to interpret the data correctly and in real-time to make the right decisions as it relates to protecting our clients brand integrity. I highly recommend their services.

Moufid Al-Joundi | Curate Mobile



“ The way that FraudScore helps us understand the reasons for fraud detection - is a very unique approach. Zorka.Mobi is a creative mobile performance agency, we are top experts in our own field and not in fraud detection - that's why we need a product that explains us everything about ad fraud. Then we are ready to use reports and data to arbitrage with our partners. We are able to negotiate and when a partner asks us a question - Why is this fraud and you want to reject it - we are able to give vivid, detailed and firm answers. Thanks to FraudScore, we know how to protect our point of view

Ekaterina Temchenko | Zorka.Mobi

FraudScore offers integration with

has **offers**™

AFFISE


offerslook

FuseClick

 **CAKE**

 everflow

 **REDTRACK**

 AppsFlyer

 adjust

mobile  tracking
by TUNE


Postback


CSV*

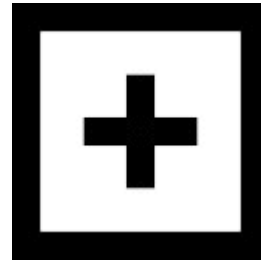
*Only for the trial period

FraudScore integration options



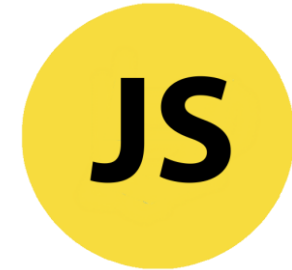
Postback

Call our API, get a real-time response and rule the flow



Pixel

Put it into your ads and get all the stats on it



JStag

Put on your site, LP or ads, get stats and rule the flow

Our customers - update

Headway

ForexClub

SOCIAL
DISCOVERY
VENTURES

REDTRACK

+3 Add3

ZORKA.
MOBI

Mobio

AD
admitad

RTB
DEMAND.COM

101XP.com

curate mobile

byOffers
CPA Affiliate Network

AFFMY

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network

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