



Yeahmobi is a mobile ad platform designed to help technology companies achieve global growth, acquire users, and monetize inventory.



## Goal

Yeahmobi made a strategic decision to offer the highest traffic quality for their customers. Though their in-house team could detect a modest amount of invalid traffic, they felt this wasn't enough to achieve their goal. Yeahmobi wanted to find a partner that could help automate and develop their expertise in the fraud space.

## Outcome

With the help of Forensiq, Yeahmobi made significant improvements to traffic quality by blocking flagging and blocking a non-trivial amount of fraudulent click and install events. Their monitoring process leveraged Forensiq's reason codes to better understand the types of invalid traffic from its sources, allowing them to have more informed and productive discussions with their suppliers on how to improve traffic quality. A proponent of a clean supply chain, Yeahmobi actively champions other companies to do more to fight ad fraud and create a healthier mobile marketing ecosystem.



" We hope more companies increase their ability to fight fraudulent behavior in mobile marketing by adopting specialized tools like Forensiq to reach a shared industry goal. Together, we'll create a healthier mobile marketing environment."

-Andy Sun, VP of Operations and Co-Founder



" Fraudulent traffic wastes an enormous amount of ad spend. We believe anti-fraud efforts will boost the development of mobile marketing services. With Forensiq's help, we are doing our part to establish a clean and transparent mobile marketing environment."

- Daisy Wu, VP Int'l Business & Strategic Partnerships