



For CPI Performance
Marketers and OPMs

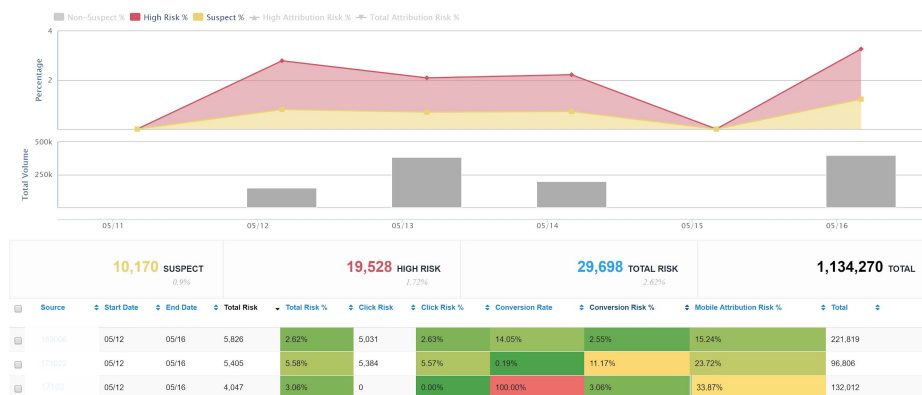


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Fortify Your Install Program

As Performance Marketers and OPMs earmark more dollars to promote app installation, fraudulent activity intended to exploit high CPI payouts grows, too. Though fraudulent activity is initiated on the supply side, neither the prevalence of bad actors nor the proactive efforts of honest networks and publishers exempt demand-side players from accountability.

In fact, you alone can confirm that your ad spend is buying legitimate clicks and installs. What portion of the \$300M lost to app install fraud or mispaid to due to install attribution fraud in 2017 is yours to win back?



Forensiq enables you to quickly scan different sources and trace their level of click, install (labelled conversion), and attribution risk over time and assess the present and historical cleanliness of each media source.

Weed out Attribution Fraud

Bad actors attempt to game your attribution model so they receive payouts for installs they didn't drive. They steal credit from your legitimate partners or for organic traffic and eat into ad spend without providing value.

Forensiq monitors your traffic for both simple and sophisticated click fraud techniques. We flag malicious partners' wrongful claims and strengthen your relationships with productive partners.

Reduce Fake Installs

Fake installs can come from human or botnet-based fraud farms. Botnets scale because they automate fake installs across hundreds of hijacked mobile devices. Human install farms are adept at mimicking legitimate behavior.

Forensiq leverages myriad capabilities to discern and flag sources that resemble install farms and bots, so you only spend money on valuable human installs.

Grow Revenue

Run more lucrative CPI campaigns by directing your ad spend towards only high-quality human installers who will actively use your app and potentially generate returns. Forensiq's technology enables you to reward media partners that boost your bottom line, while diverting spend from suspicious installers that have no intentions of actually engaging with your app.

Contact sales@impact.com
to learn more about Forensiq

Bad actors are increasingly following marketers' money to the mobile performance space. There, they will illicitly extract dollars so long as there's unprotected ad spend to defraud. Performance Marketers and OPMs have the most to gain from fortifying their CPI programs with Forensiq, the leader in mobile and performance fraud detection.



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Protection from Many Mobile Performance Fraud Techniques



Click Spoofing

Malicious publishers fire click tracking events even when the user hasn't clicked on the ad.



Click Spamming

When a malicious app triggers an automatic click that may redirect users to the app store.



Install Farms

Hundreds of low-cost workers with jailbroken phones that install apps to capture CPI revenue.



Botnet Installers

Millions of mobile devices remotely controlled to commit install fraud at large scale.



Click Injection

Malicious apps monitor phones for new installs and send fake clicks beforehand to falsely claim credit.



Malvertising

Bad actors inject malicious code in ads to trigger clicks to app stores.

Real-Time Filtering API

Forensiq leverages machine learning to maintain a ever-current database of known offenders. You can reference this list of suspicious users and apps through our real-time filtering API, effectively disabling established bad actors from defrauding your CPI spend.

Automated Alerts

When you're targeted by fraudulent activity, you want to know as it's happening, so you can swiftly respond. Forensiq clients are able to set alerts respective to the metrics they care about most and receive immediate email notification when those alerts are triggered.

Reason Codes + Summary Stats

For install requests that are flagged as suspicious or high-risk, Forensiq provides easy to understand reason codes giving line of sight into the nature of the fraud. Summary statistics then synthesize your insights and show various aggregate views of your traffic quality.

Data Science Support

Forensiq's global team of data scientists works ceaselessly to train our machine learning algorithms, maintain our fraud intelligence database, and provide our clients with customized, comprehensive service. With their support, you'll always have a dynamic answer to evolving fraud.