

ubimo 

mopub 

 forensiq
by Impact



Ubimo partnered with Forensiq to measure supply quality across exchanges.

During a two week test, Ubimo found that MoPub ranks first in their supply quality among in-app exchanges. Read on to learn why.

Challenge

The topic of fraud has been persistent across the digital advertising ecosystem. Recently, increased attention has been placed on mobile fraud, with the growth in mobile advertising dollars. Ubimo, a New York-based mobile location DSP that drives campaign strategies for brand clients, wanted to take proactive measures to ensure they were only running campaigns for their clients in high-quality settings.

Challenge (cont'd)

The Ubimo team wanted to tackle this challenge at two levels: understand which of the advertising exchanges it works with delivers the highest quality supply, as well as independently validate the integrity of its own campaigns. These metrics would ultimately help Ubimo minimize wasted ad spend, in addition to providing their clients with an extra layer of confidence around their campaigns.



Approach

Ubimo independently partnered with Forensiq, an industry-leading platform for ad fraud detection, to measure levels of fraud across their mobile ad exchange partners. MoPub Marketplace was among the five partners tested.

Approach (cont'd)

The test was set up as a blind analysis, across a randomized sample of traffic over a period of two weeks. The team then used Forensiq's Quality Rating to compare the overall quality of a given inventory source, based on the Invalid Traffic (IVT) measured within each in-app exchange. Each exchange was reviewed independently to assess levels of IVT.

Results

At the conclusion of the two-week testing period, Ubimo found that MoPub Marketplace ranked the highest among all five in-app exchanges included in the test. As a result, Ubimo was able to validate its own traffic quality on behalf of the campaigns it delivers for its clients. These findings enabled the Ubimo team to begin training their algorithms to optimize bids toward inventory from the highest quality exchange.

| Rank | Exchange | Forensiq Quality Rating |
|------|------------|-----------------------------|
| 1 | MoPub | Premium (risk ratio <2%) |
| 2 | Exchange B | Low (risk ratio 2-5%) |
| 3 | Exchange C | Low (risk ratio 2-5%) |
| 4 | Exchange D | Moderate (risk ratio 5-10%) |
| 5 | Exchange E | Moderate (risk ratio 5-10%) |



"High-quality placements are key to the brand success of our clients. We can continue to direct client demand across MoPub with confidence. The favorable Forensiq results for MoPub and Ubimo traffic are due to the stringent attention that both companies apply to continuously measure, optimize, and improve our traffic quality."

- Gilad Amitai, COO & Co-founder, Ubimo



"The in-app ecosystem is significantly different compared to web, both in terms of how users interact with apps and how bad actors generate fraud. MoPub is taking the right steps to ensure its inventory is of premium quality by dedicating resources to maintain robust internal processes. It's exciting to see MoPub's demand partners recognize the great results of their fraud quality initiatives."

- David Sendroff, Founder, Forensiq



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