WEBINAR:

The ABCs of Mobile Ad Fraud (and Strategies to Fight It)

LIFTOFF

adjust

Meet the Speakers

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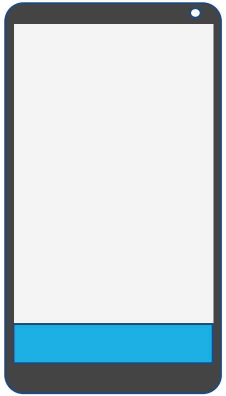
Liftoff is a **performance-based, app marketing** platform helping companies drive adoption and **engagement** in mobile apps.

Adjust is a mobile **attribution and analytics** company that provides app marketers with a comprehensive business intelligence platform.

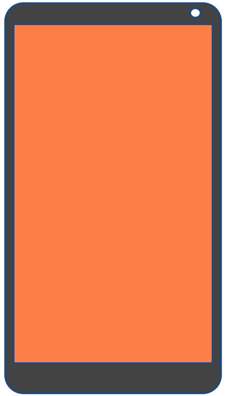
It’s Poll Time!

First things first

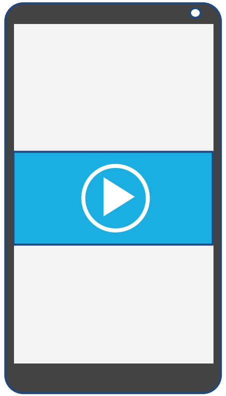
Attribution follows engagement - aka eyes and fingers on screens



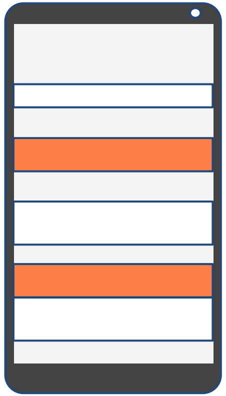
banners



interstitial



video



native

What is fraud?

You make the rules

click pre-loading
bot installs
click-spam
ad-stacking
rebrokering
common api exploit
ad-highjacking
forced clicks
cookie injection
click injection
creative missues
geo spoofing
fingerprint-spam
popups
popunders
scare-tizement

There are two variations

Technical Fraud

Manipulation of any part of tracking and/or attribution in the user conversion flow

- Fake installs
- Click-spam
- Click injections

Un-compliance

Intentional or unintentional breaches of campaign rules and regulations

- False targeting (especially geo)
- Mixing in undesired traffic sources (incentivized, adult, redirect, etc.)
- Over delivery
- Unauthorized re-brokering of offers

Fake installs

Everything is fake

- Ad engagement
- User
- Device
- Install
- Post install behaviour

Perpetrators MO

- Emulation
- Virtualized environment
- Scale

Fake installs

How to find them

- High CR
- Low post install performance
- Hides in incentivized traffic
- Low count of distinct IPs, subnets, ASNs

Pro tip: filter anonymous installs

Click spam

Nearly everything is real

- User
- Device
- Install
- Post install behaviour

The one thing that is fake

- Ad engagement

Click spam

Perpetrator MO (mobile) web

- Mostly illegal content
- No other means of monetization
- High amount of unique visitors
- Low user knowledge
- High amount of spam
- Any campaign will do

Perpetrator MO (native) in-app

- Legit app
- Legit monetization
- High count of active users
- Intricate user knowledge
- Low amount of spamming
- Top end campaigns

Click spam

How to find it on (mobile) web

- Very low CR
- Inconsistent CTR
- Very good post install metrics
- High amount of identical clicks
- Possibly static click frequency

Pro tip: filter on threshold for amount of identical clicks

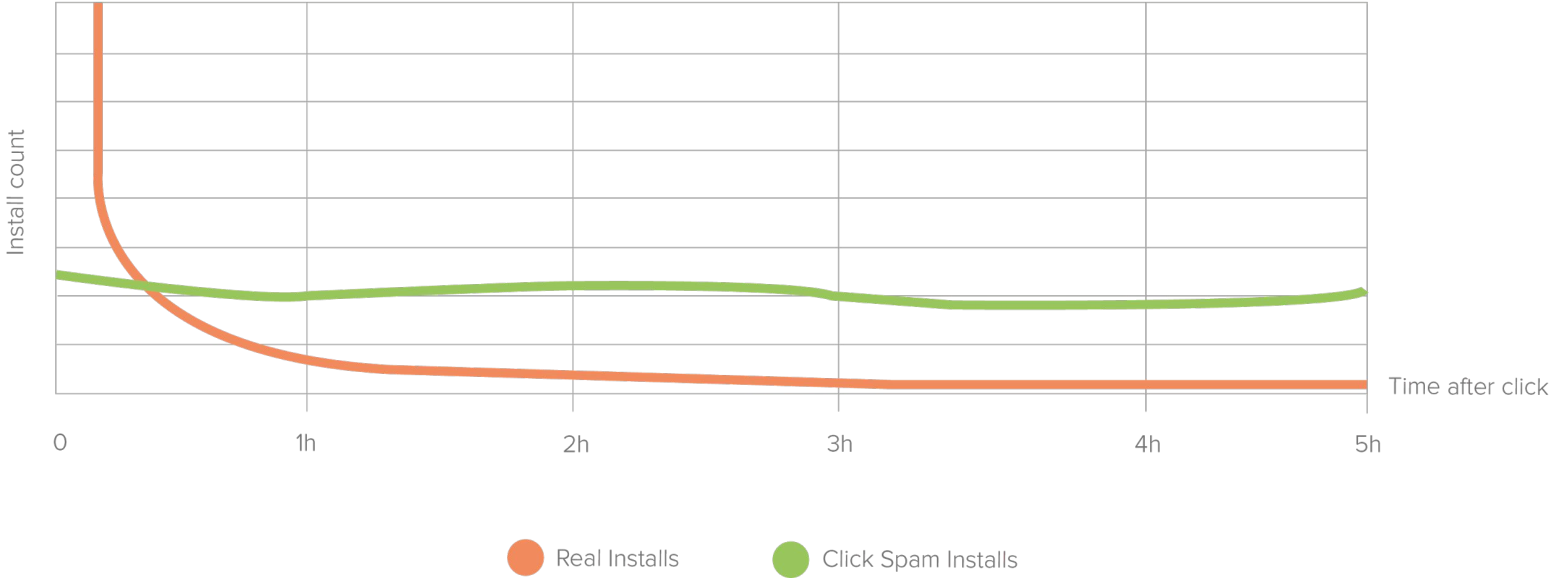
How to find it (native) in-app

- Very low CR
- Inconsistent CTR
- Very good post install metrics
- Low amount of identical clicks
- Random distribution of installs over click to install time (CTIT)

Pro tip: filter on CTIT outliers

Click spammers randomly match installs across attribution windows

Click-to-install time distribution for a “click-spammed” campaign, sample data



Click injections

Again, nearly everything is real

- User
- Device
- Install
- Post install behaviour

But also, one thing is fake

- Ad engagement

Click injections

Perpetrators MO (native) in-app

- Android only
- Additional source of income
- Listens to ‘broadcast intents’ for app installs
- Inject correct click for the installed app
- Poach attribution for organic and paid installs

How to find it on (mobile) web

- Inconsistent CTR
- Above average post install metrics
- Mostly very low CTIT

Pro tip: filter pn exceptionally high concentration of extremely low CTIT, extreme chance for false positives

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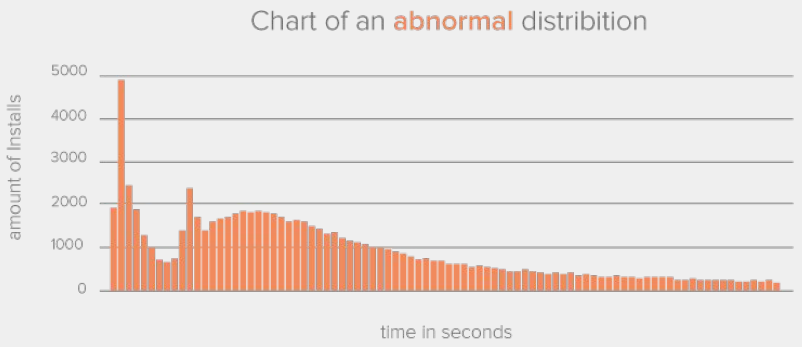
Chart of an abnormal distribution

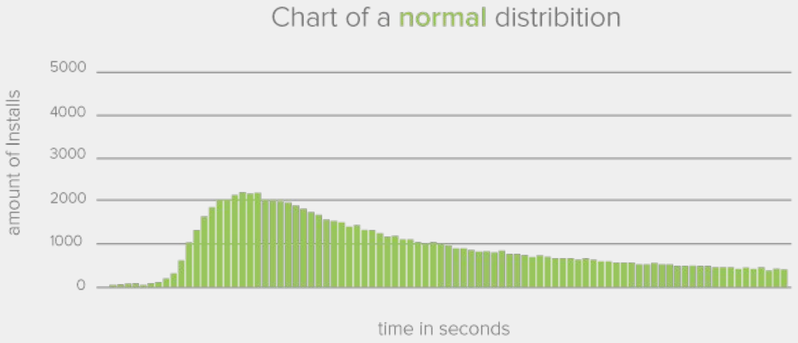
Chart of a normal distribution

False positives

Worse than fraud!

- Strong detrimental effect on volumes
- Breaks relationships with your most valuable sources
- Regaining each will be costly

Questions?

Resources

- Read more on fraud

  liftoff.io/blog

- More resources

  liftoff.io/resources

- Mobile Heroes

  heroes.liftoff.io

Coming up in June:

- Shopping apps report
- Shopping apps webinar