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The True Cost of Mobile Ad Fraud



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MMA INNOVATE
IMAGINE THE FUTURE
NOVEMBER 6-7, 2019 | LOS ANGELES, CA

Who Knows the True Cost of Ad Fraud?

NOW

eMarketer

$6.5-$19 Billion

In 2019

Cheq

$23 Billion

In 2019

FUTURE

Juniper Research

$87 Billion

By 2022

World Federation of Advertisers

$50 Billion

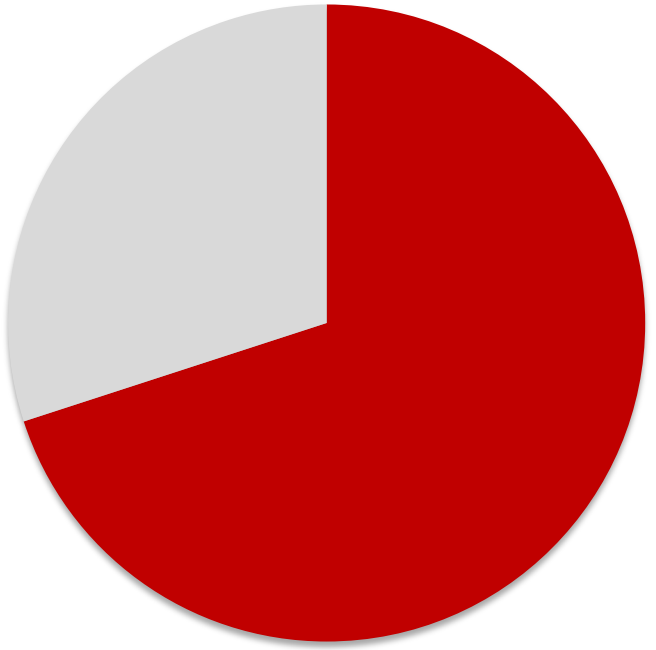
By 2025

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What the Data Tells Us

In measuring ad campaigns for the world's largest brands…

70% of ad signal is invalid



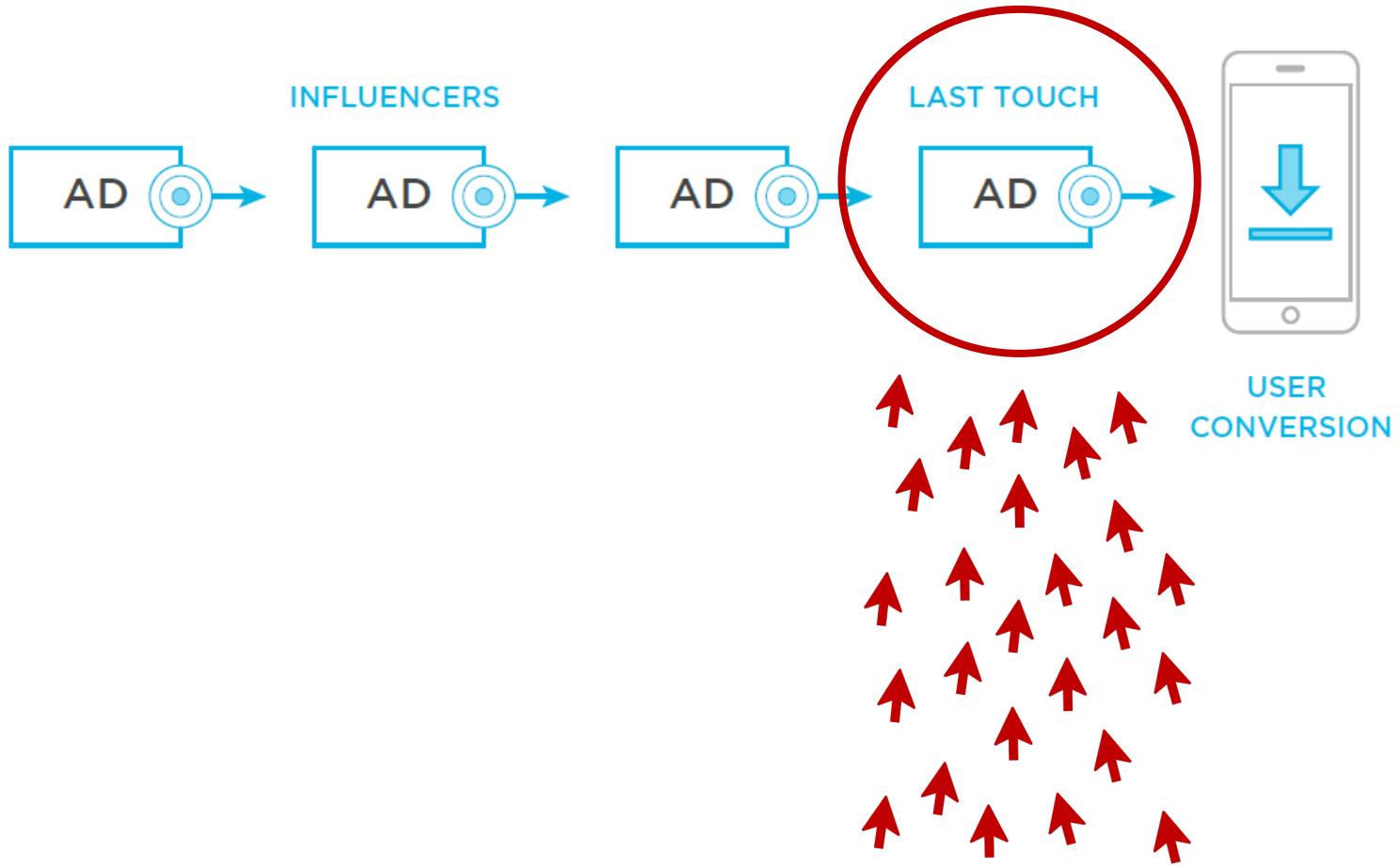
Q1-Q3 2019

70% of all ad signal processed is invalid

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An Easy Target

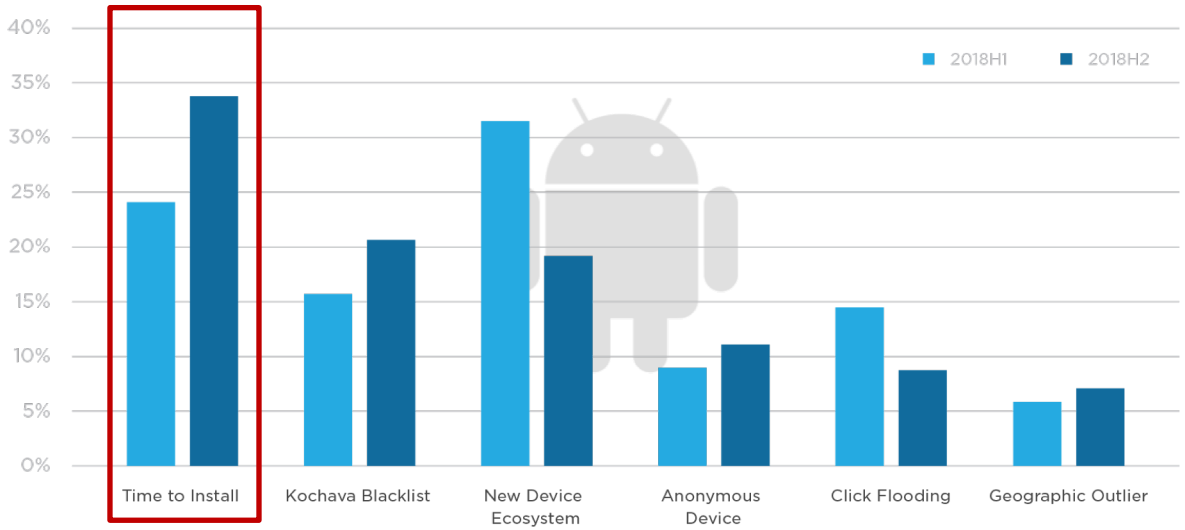
How fraudsters game the last touch attribution model



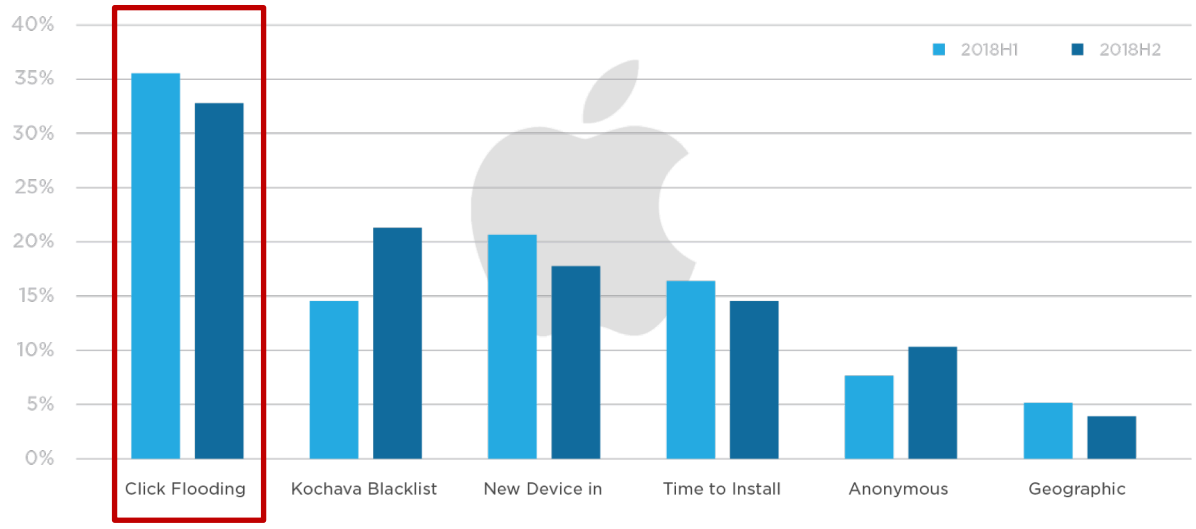
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Tactics Differ by Platform

Android Install Fraud (as a percent of total)



iOS Install Fraud (as a percent of total)



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The iOS Problem

Why Limit Ad Tracking has been an unintended gift to fraudsters

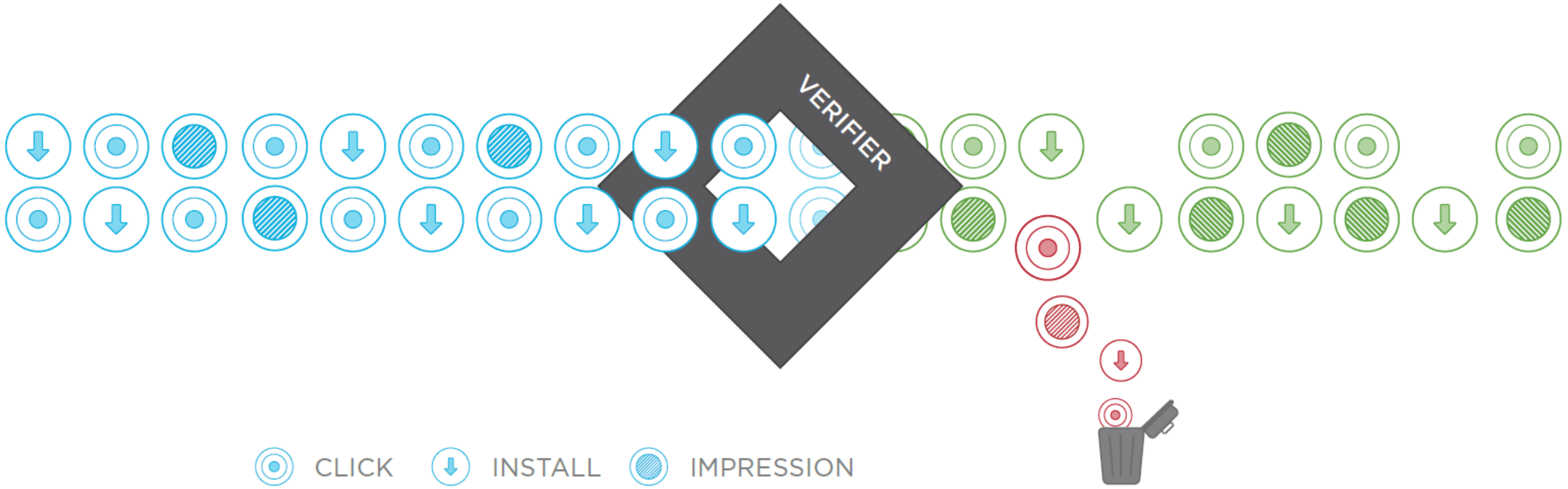
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Total Installs	73%	27%
Click/Impression Fraud	31%	69%

Did you Catch the Buzzfeed Article?



Real-time vs. Ad Hoc Prevention

Measurement providers are uniquely positioned to stop attribution fraud in real time



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But… Many of these Tools are Dropping the Ball

Over 50% of the attributed conversions other providers let through are **STILL FRAUDULENT!**



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How Much is Fraud Really Costing You?

Free Fraud Assessment for all MMA Members

Visit Kochava.com/stop-fraud



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Thank You