KOCHAVA

How much did ad fraud cost you last year?



Grant Simmons

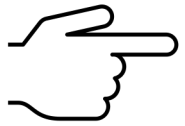
Head of Client Analytics, Kochava

MMA | MATT UNPLUGGED | VIRTUAL

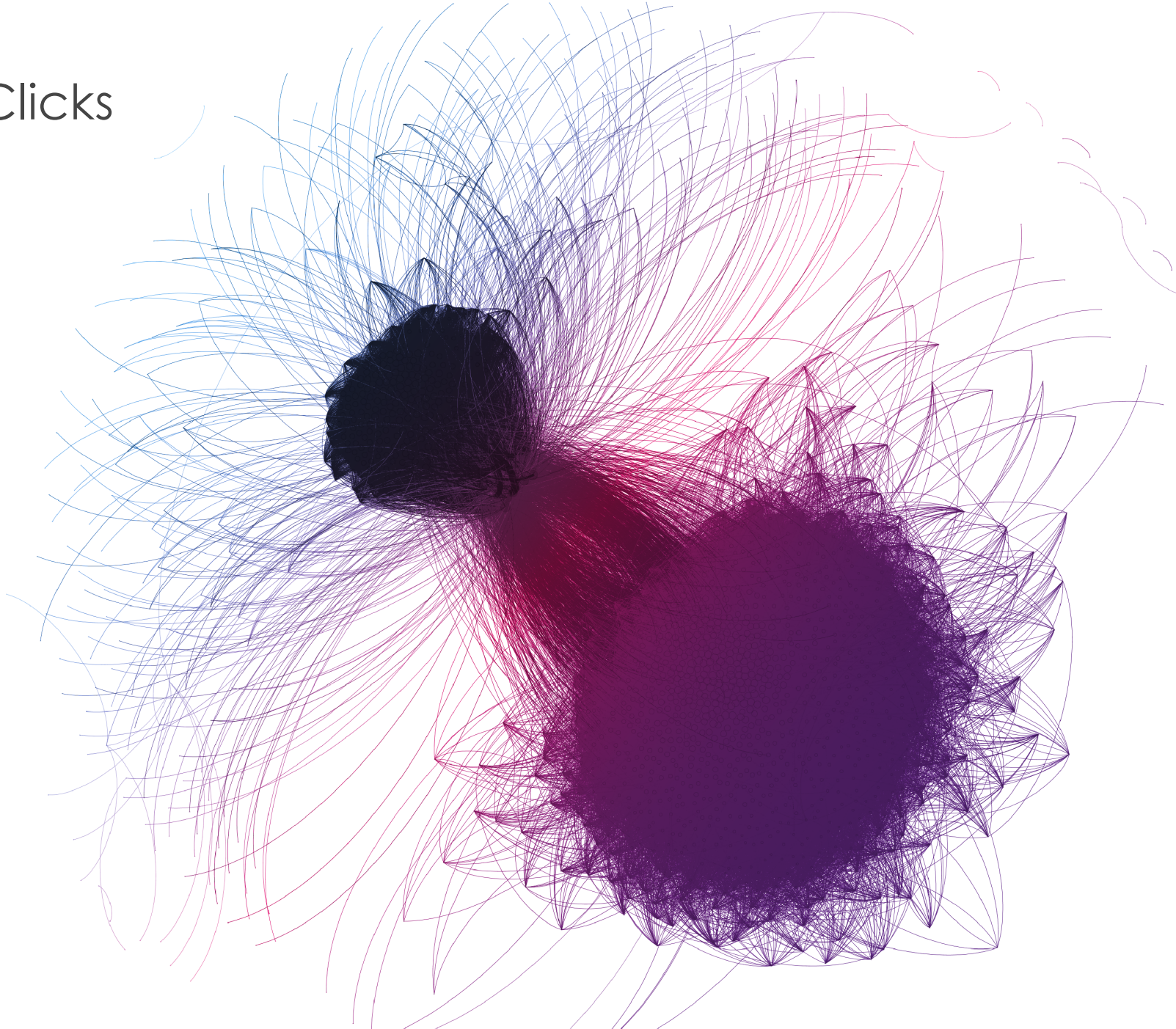
FUTURE OF ATTRIBUTION

JUNE 9, 2020

A Picture Is Worth 1,000 Clicks

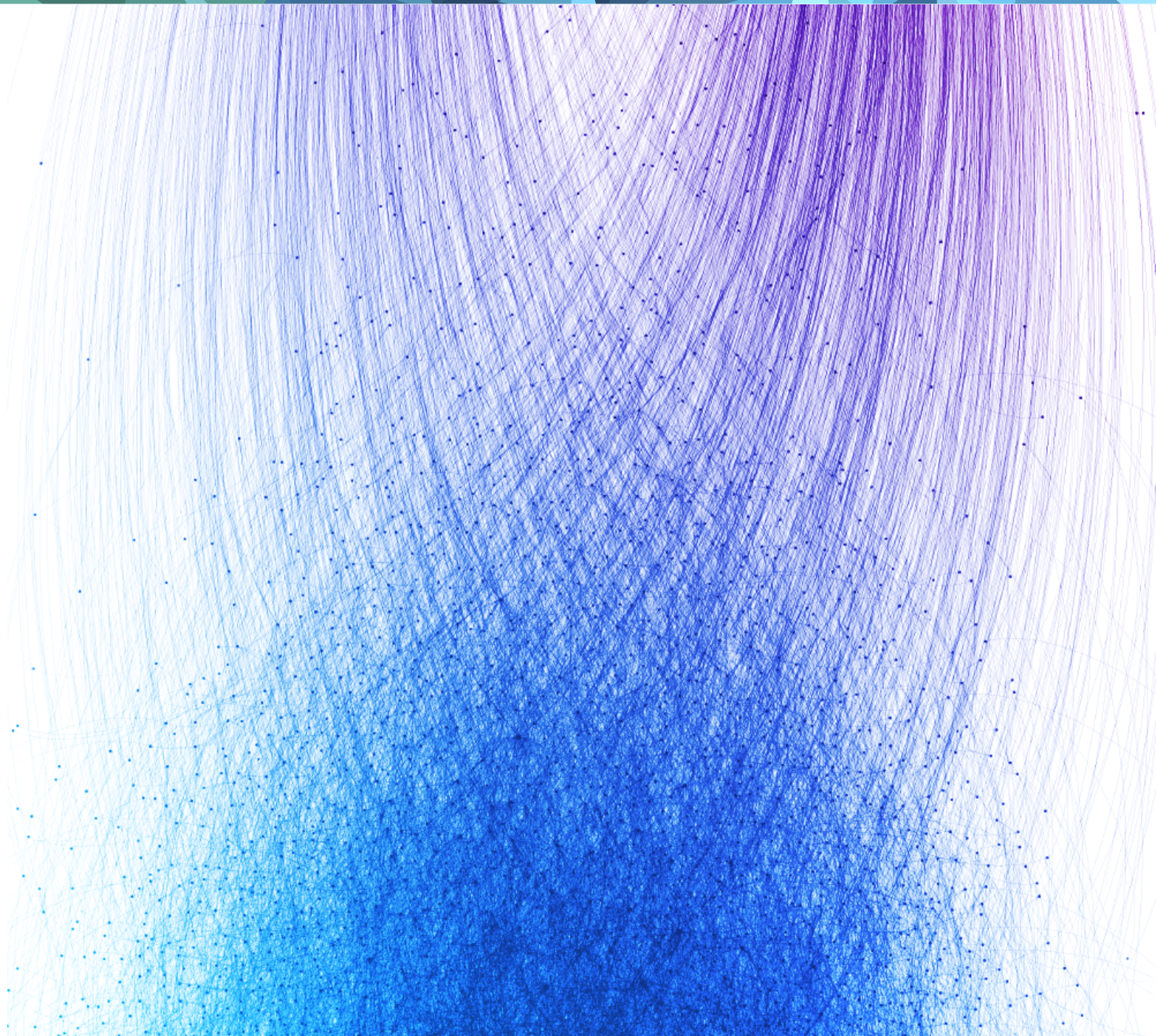


What's going on here?



But, is fraud really all that sophisticated?

NO

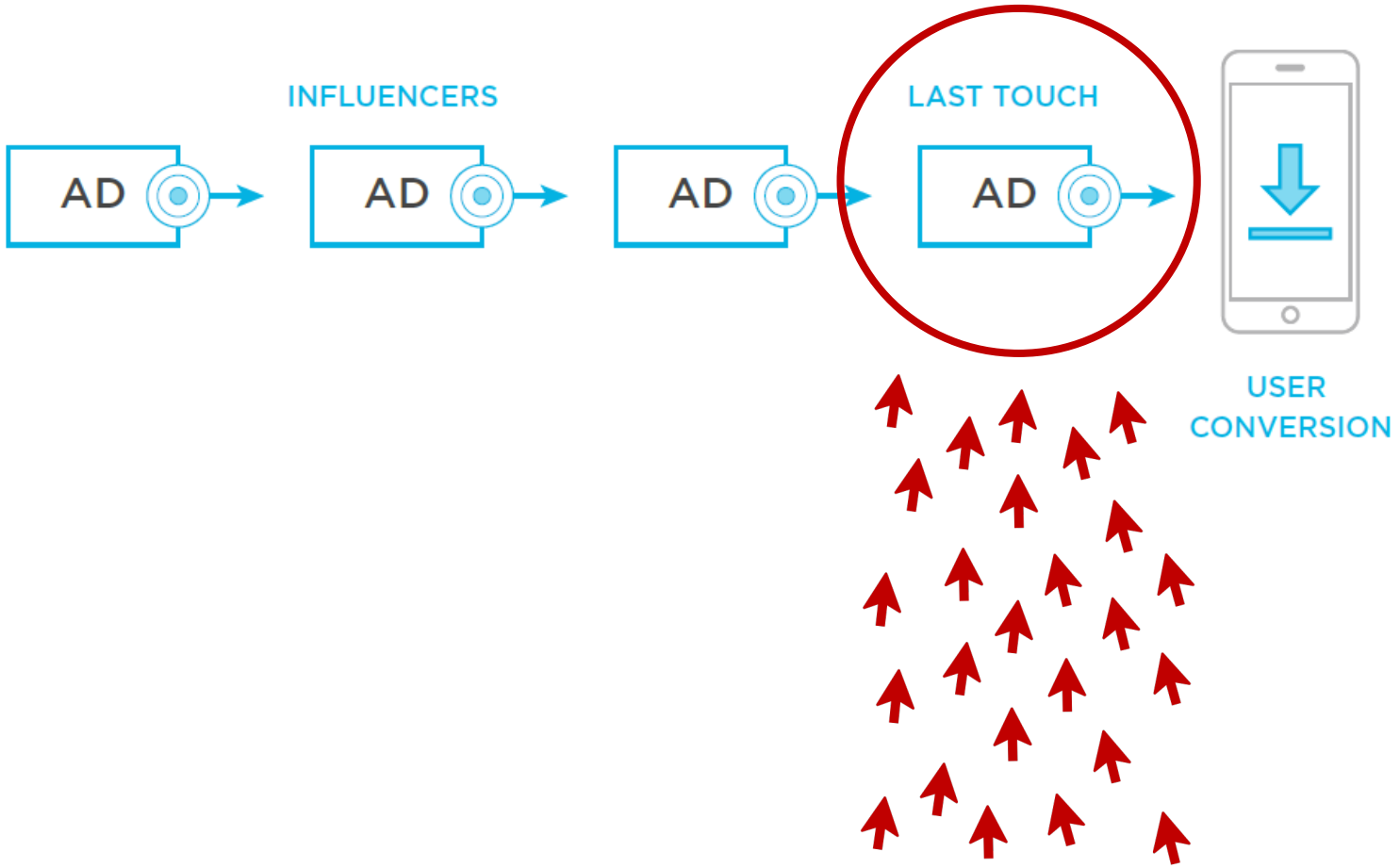


The Elephant in the Room… is still Click Flooding

Kochava Fraud Audit findings for a telecom app.

Install Fraud Type	% of Total
Click Flooding	66.86%
Anonymous Installs	5.16%
Kochava Device Blacklist	1.69%
TTI Distribution Outliers	0.71%
Kochava IP Blacklist	0.44%
TTI Outliers	18.34%
MTTI Outliers	2.10%
Geo Outliers	14.14%

Why? The Last Touch Model is An Easy Target



And Brands Are Under Protected



3 Signs You Have a Click Flooding Problem

Unhealthy Click-to-Install (CTI) Ratio

Should it really take 50,000 clicks to drive one install conversion? This is click flooding's primary indicator.

High Percentage of In-App Click Traffic has no Device ID

Limit Ad Tracking adoption averages 18%. If 95% of a network's in-app traffic is missing IDFA, it's a red flag.

Cheaper CPI Traffic Mirrors Quality of Organics

If the quality of that cheap CPI traffic looks too good to be true, it's probably sniping your organics.

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First Step to Recovery. Admit You Have a Problem

Get a Fraud Assessment. FREE for all MMA Members

Visit: MMAGlobal.com/Attribution-Fraud



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Thank You