Mobile Ad Fraud:
A High Stakes Arms Race



MMA Forum London 2018

We Are The
Attribution Authority

#1
Global market leader in mobile attribution & marketing analytics

3,500+
Integrated Partners

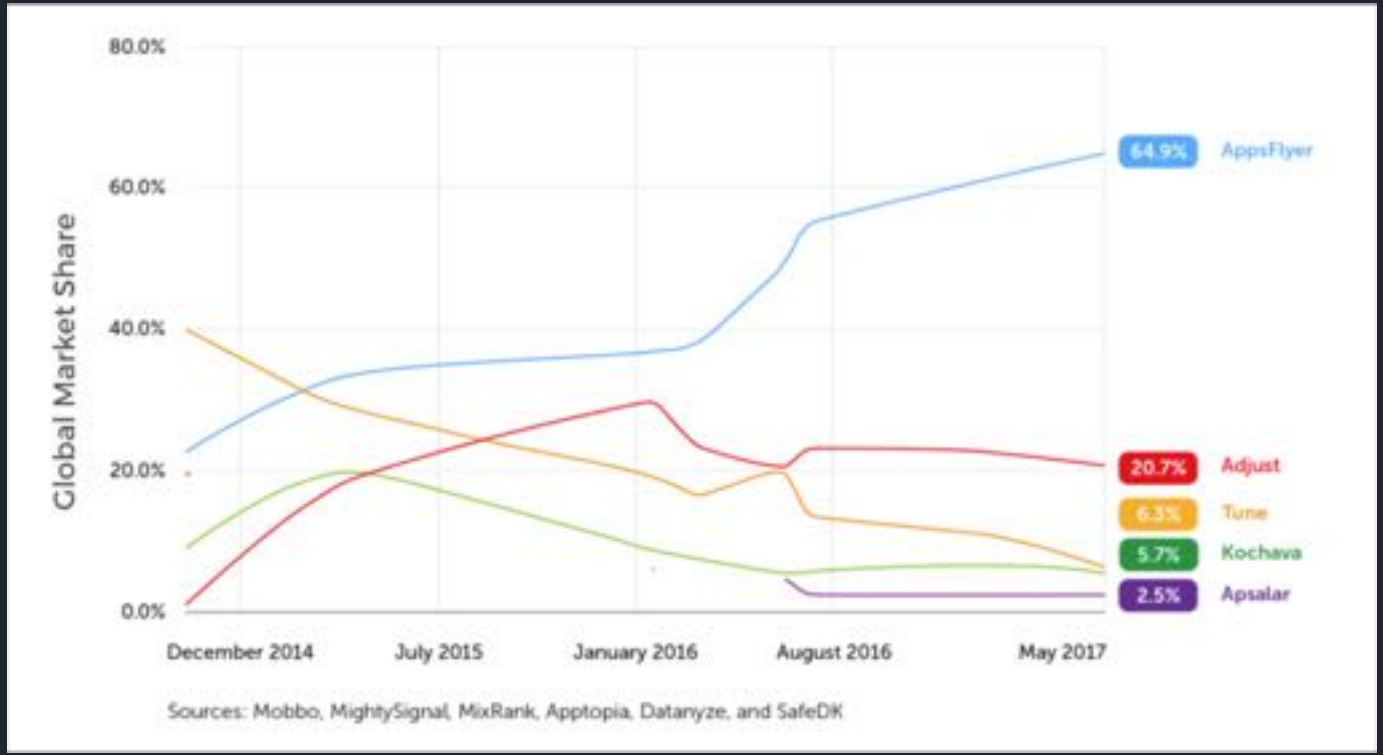
75k+
Marketers and Developers

12 B
Mobile actions measured globally per month

0
Financial interest In ad networks

1 Trillion+
Mobile actions measured globally per month

We Are The
Attribution Authority



Mobile is the Most Measurable Ecosystem Ever Created





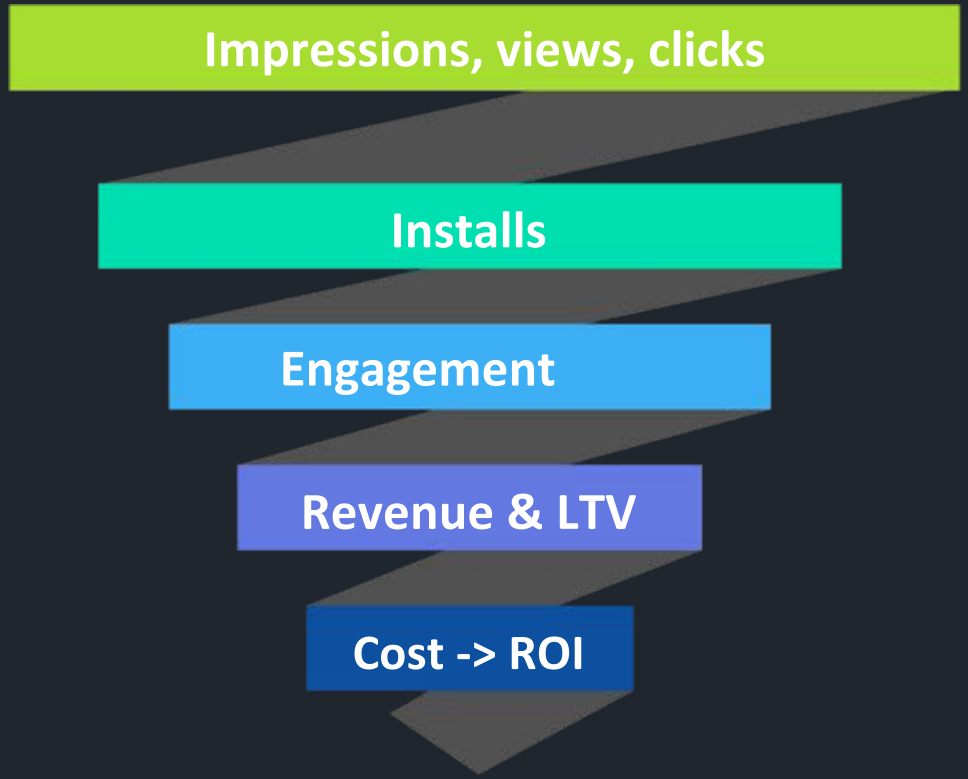
Cookie
Crumble



IDFA/ GAID
REFERRER
FINGERPRINTING

AppsFlyer

Measure At Will



AppsFlyer

BUT KNOW THIS

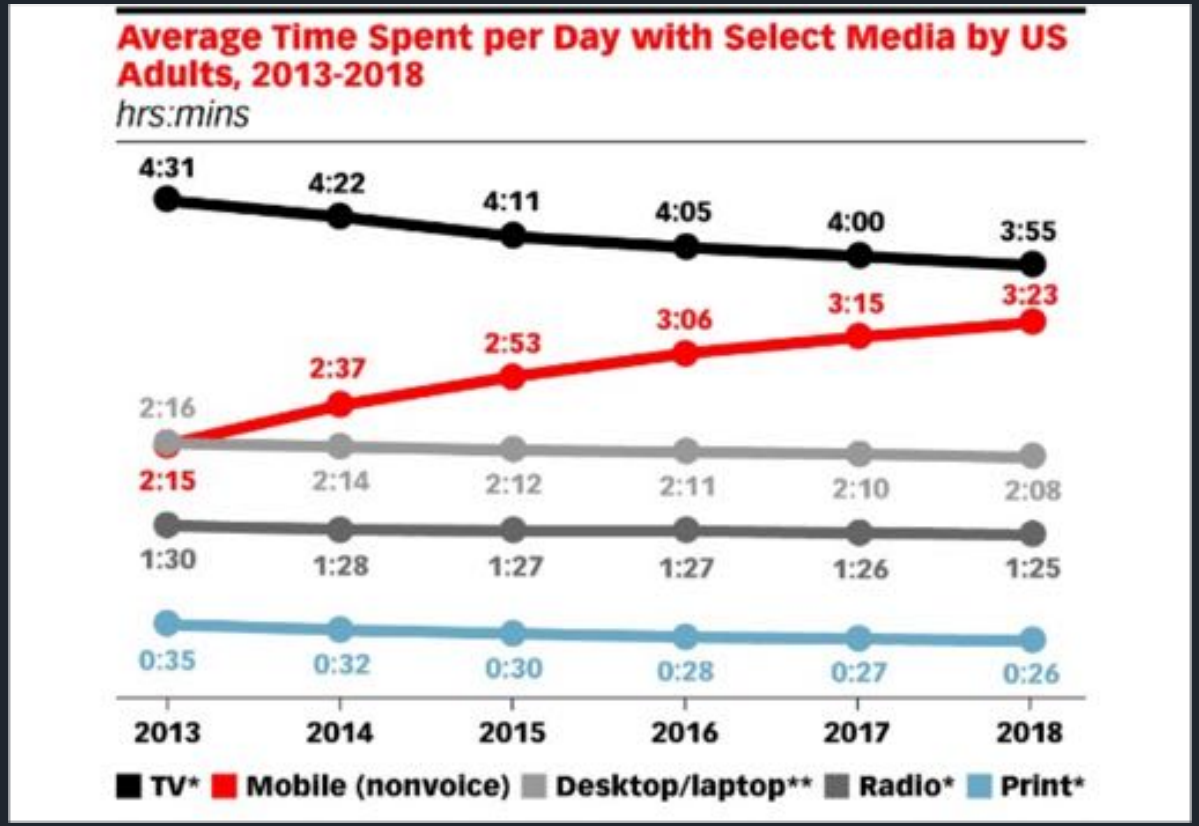

AppsFlyer
ROI IS A
DOUBLE EDGED
SWORD

AppsFlyer

Powerful
When
Accurate

…But Dangerous
When the Data is
Skewed

It All Started With the Explosion in Mobile Usage



eMarketer

Which Led to An Explosion in Mobile Ad Spend, Surpassing Desktop



$99.3B





$97.4B

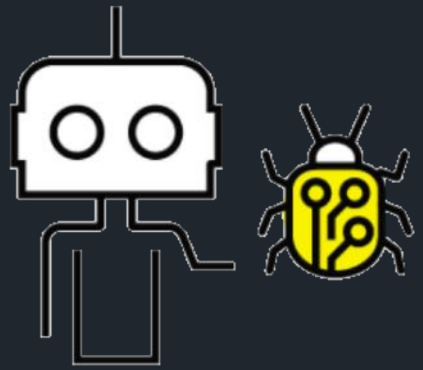
ZenithOptimedia
The ROI Agency


Bad guys Fancied a Piece
of the Pie

Basic Fraud

Basic Bots simulate different types of activities

Pre-programmed without much variance



Basic Protection



IP, user agent filtering
(blacklisting)



Basic distribution
modeling (time-to-install)



Install &
receipt validation



Secured SDK message
encryption

Advanced Fraud

Targeting Attribution



When advanced fraud is not taken care of



ROI is DANGEROUS

The Bleeding Cash Cycle



1) Paying for Organic users you would have got for free

2) Non Organic installs “stolen” and credited to the wrong source

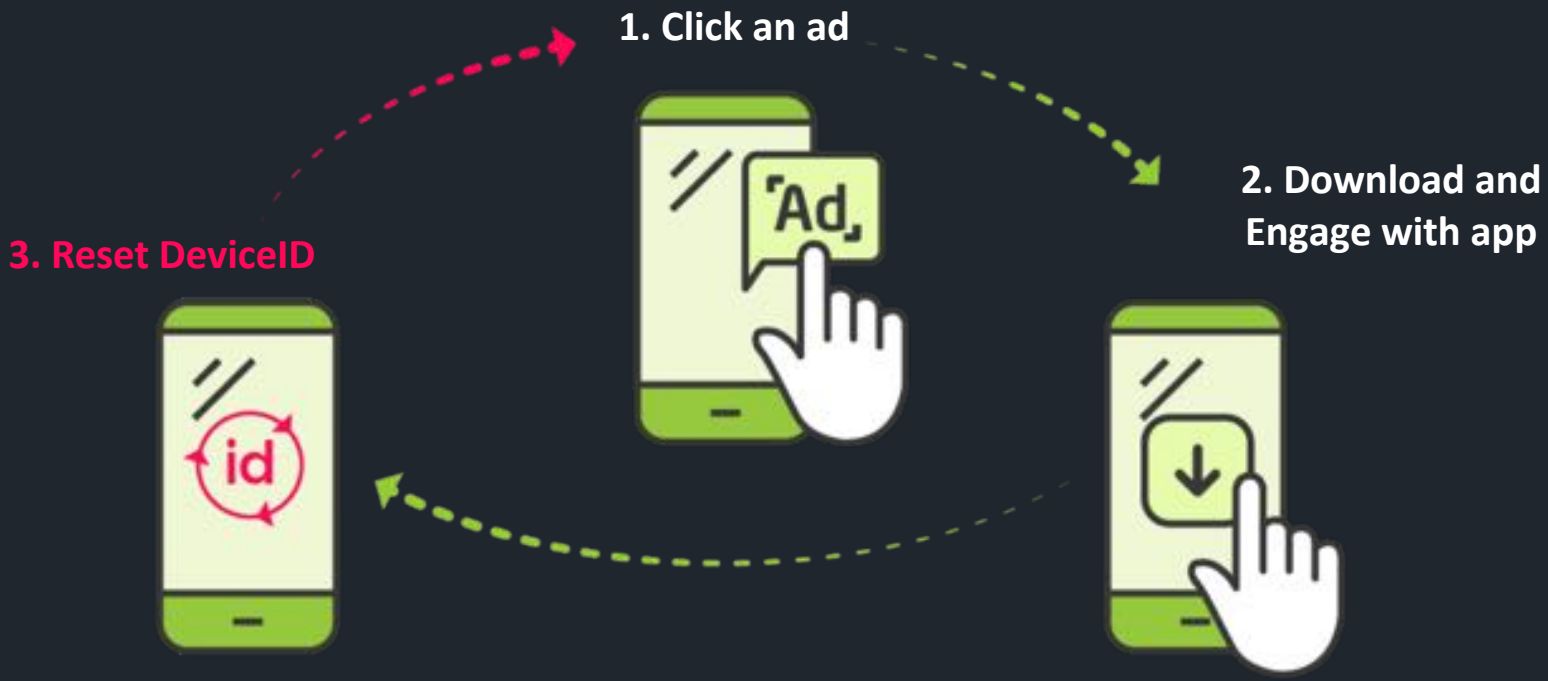
Advanced Mobile Fraud Skews ROI data







DeviceID Reset Fraud



DeviceID Reset Fraud

The Danger: Seemingly Legitimate Activity

Real Devices



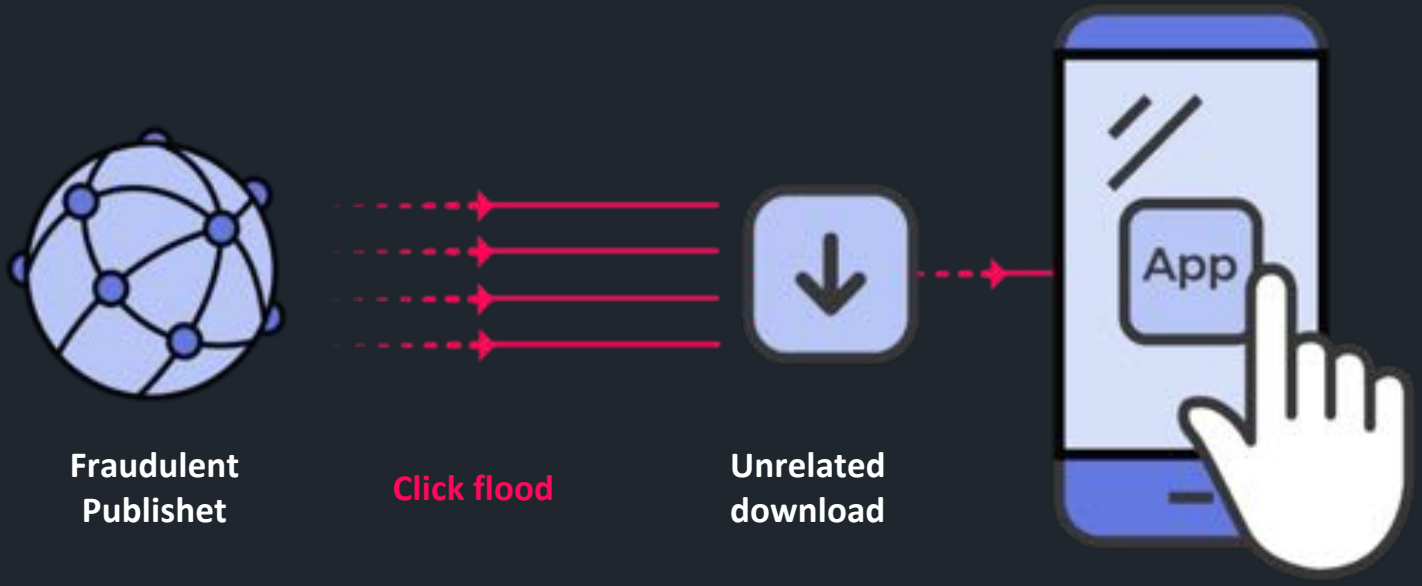
Real Installs



Real Engagement



Click Flooding



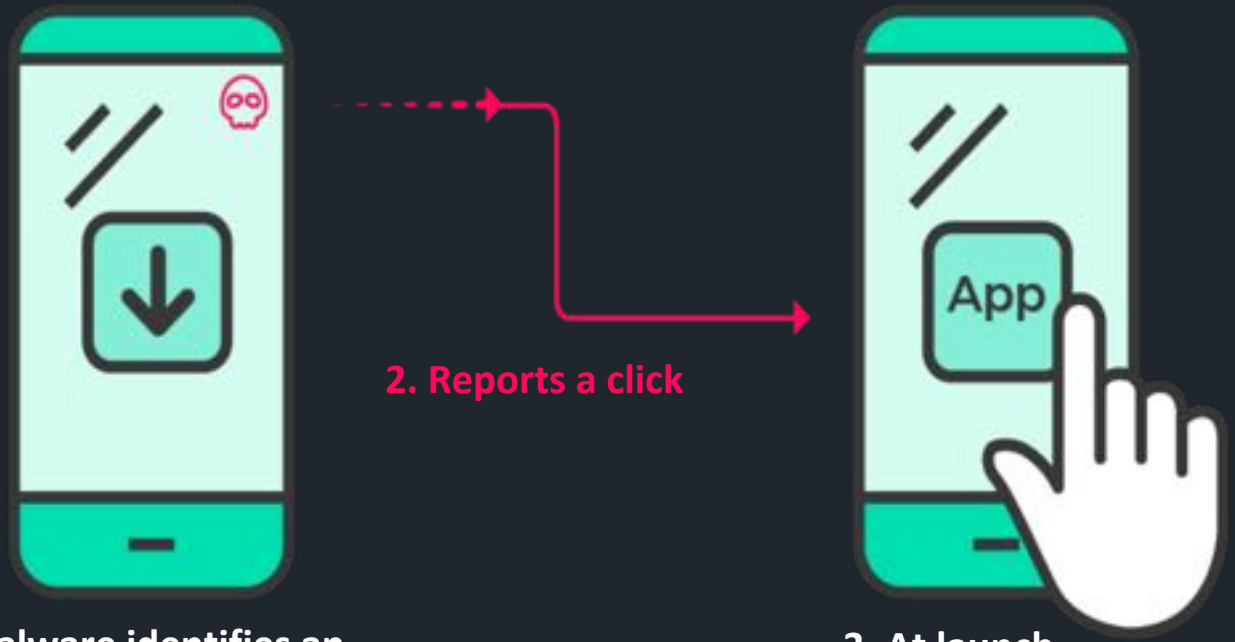
Fraudulent Publishet

Click flood

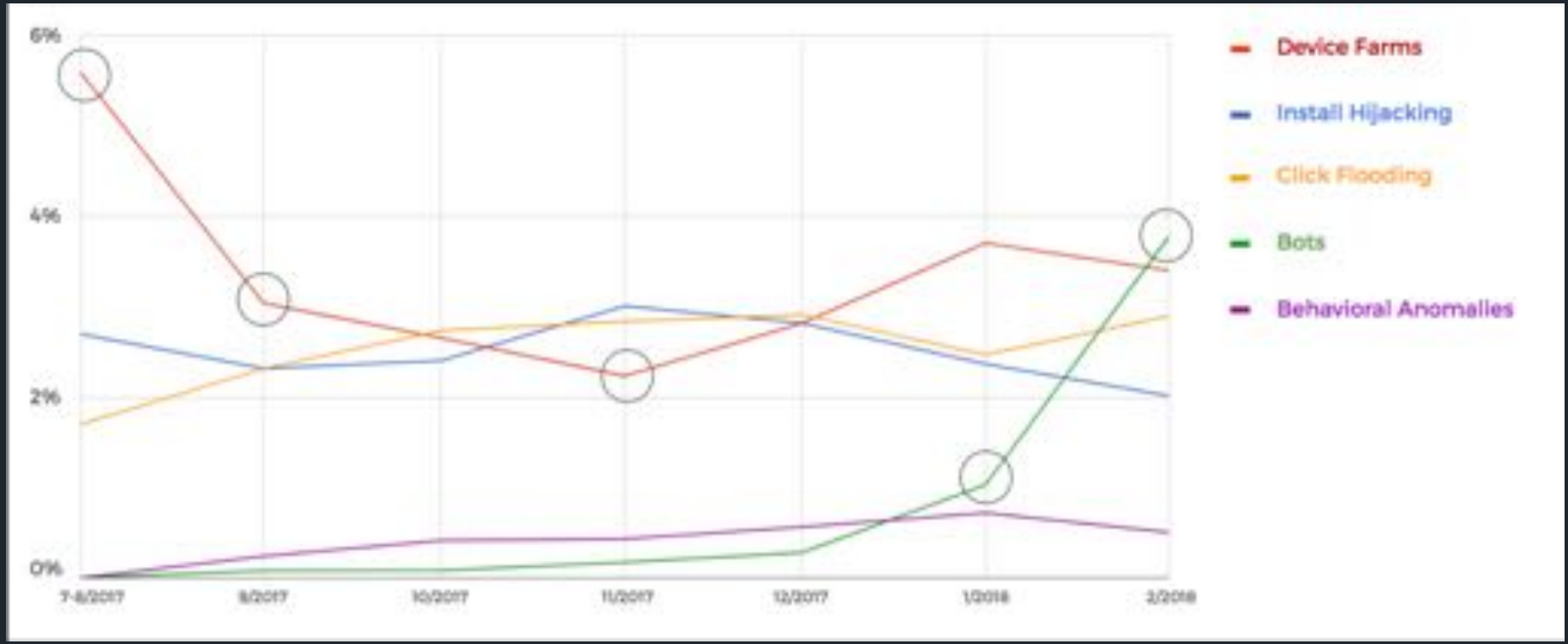
Unrelated download

Fraudulent Publisher Attributed

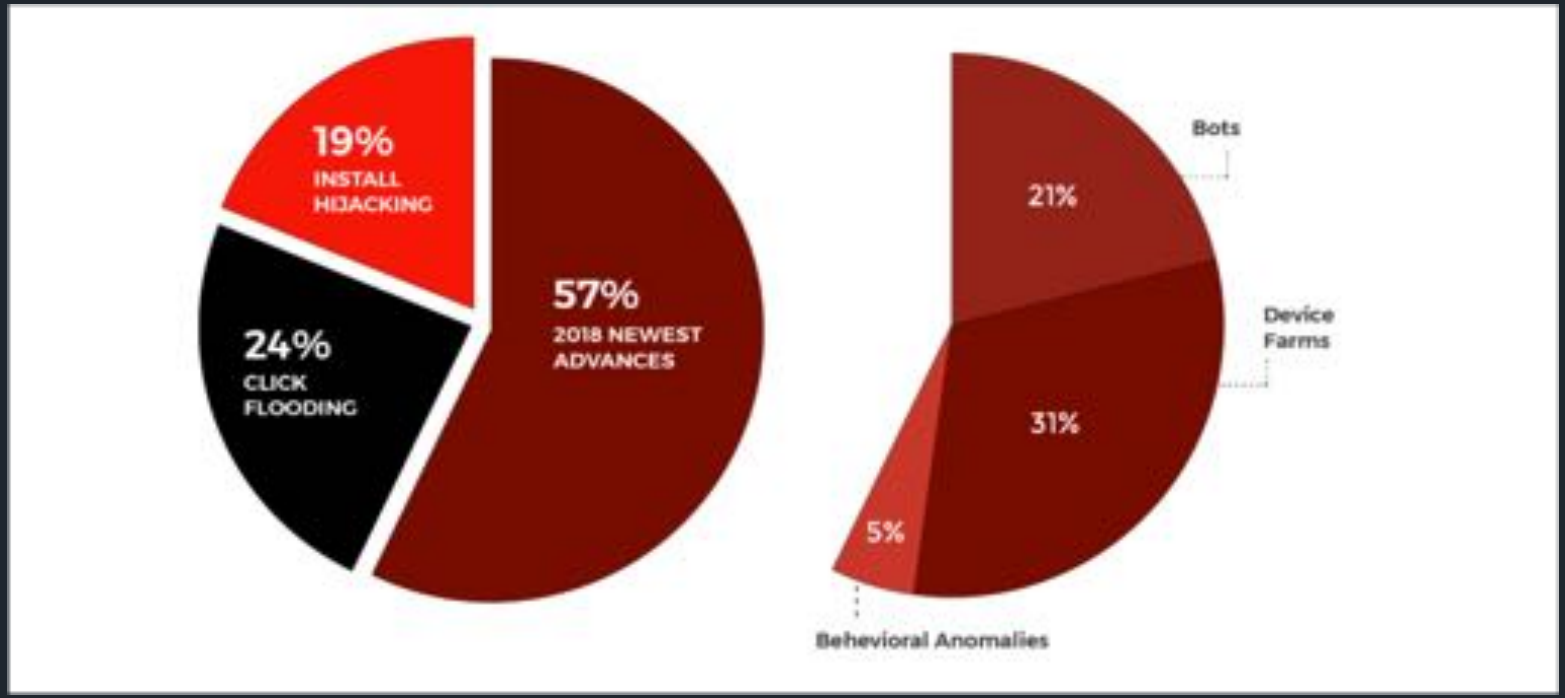
Install Hijacking



Fraud Comes in Waves



And is Constantly Evolving



How Much is App Install Fraud Costing Us…?

$2.2B-$2.6B

in 2017…

The Impact of Mobile Fraud

11.5% **Fraud is Expensive**

OF GLOBAL MOBILE MEDIA SPEND WASTED ON FRAUD

30% **Fraud is Pervasive**

YEAR OVER YEAR GROWTH IN COST OF MOBILE ATTACKS

57% **Fraud is Evolving**

OF FRAUD IS PERPETRATED BY SOPHISTICATED AND SCALABLE FRAUD TACTICS



The UK



#5 Hardest Hit Country

12M GBP Exposed in Q1 2018

~10% Fraud Rate

Fighting Advanced Fraud?



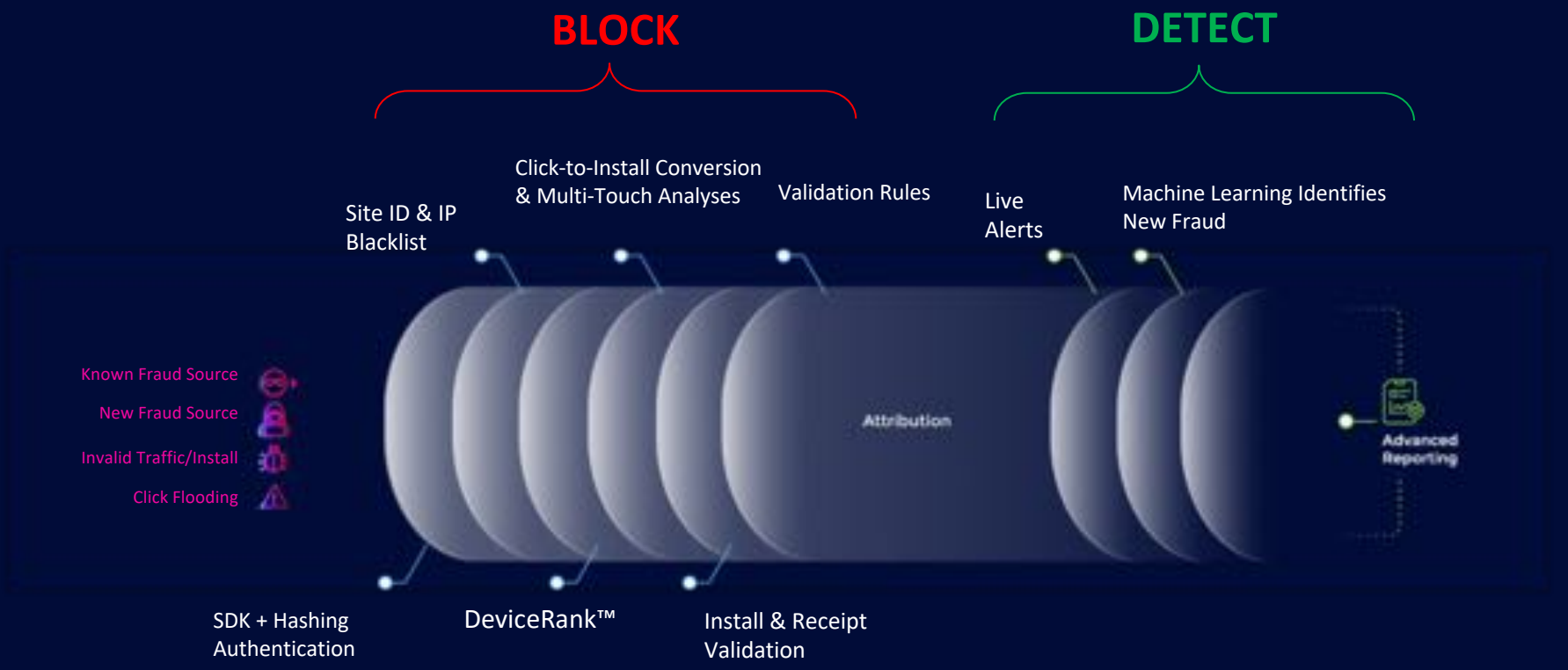
Scale



Machine Learning

PROTECT360

Layered Fraud Protection



Protect Yourself



One more thing…


AppsFlyer
Win an
iPhone X
with AppsFlyer
TODAY!
Stop by our booth
to enter

mama Mobile Attribution &Marketing Analytics By AppsFlyer



July 4th, 2018

The Tobacco Dock, London

Sign up here:
connect.appsflyer.com/mama-london


Thanks!
paul.wright@appsflyer.com
AppsFlyer