

ONERUN : ZERO FRAUD

YOU·APPI

REAL CUSTOMERS, REAL CLICKS
PREVENTING FRAUD IN MOBILE
ADVERTISING

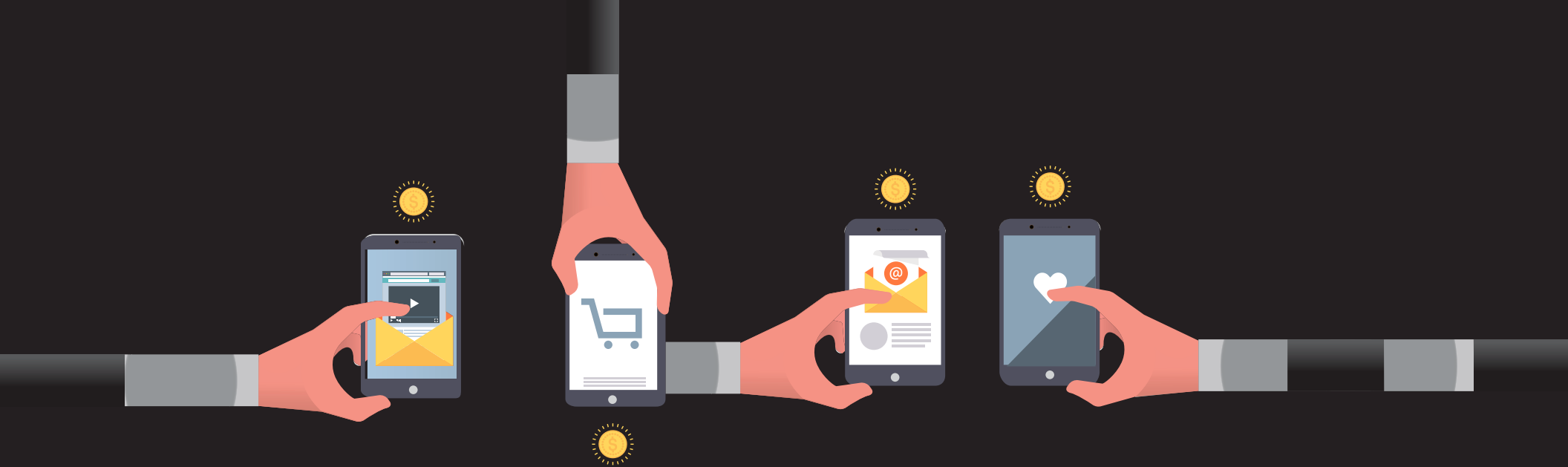
HOW YOUAPPI PROTECTS RETURN ON AD SPEND FOR
MOBILE APP ADVERTISERS AND PUBLISHERS



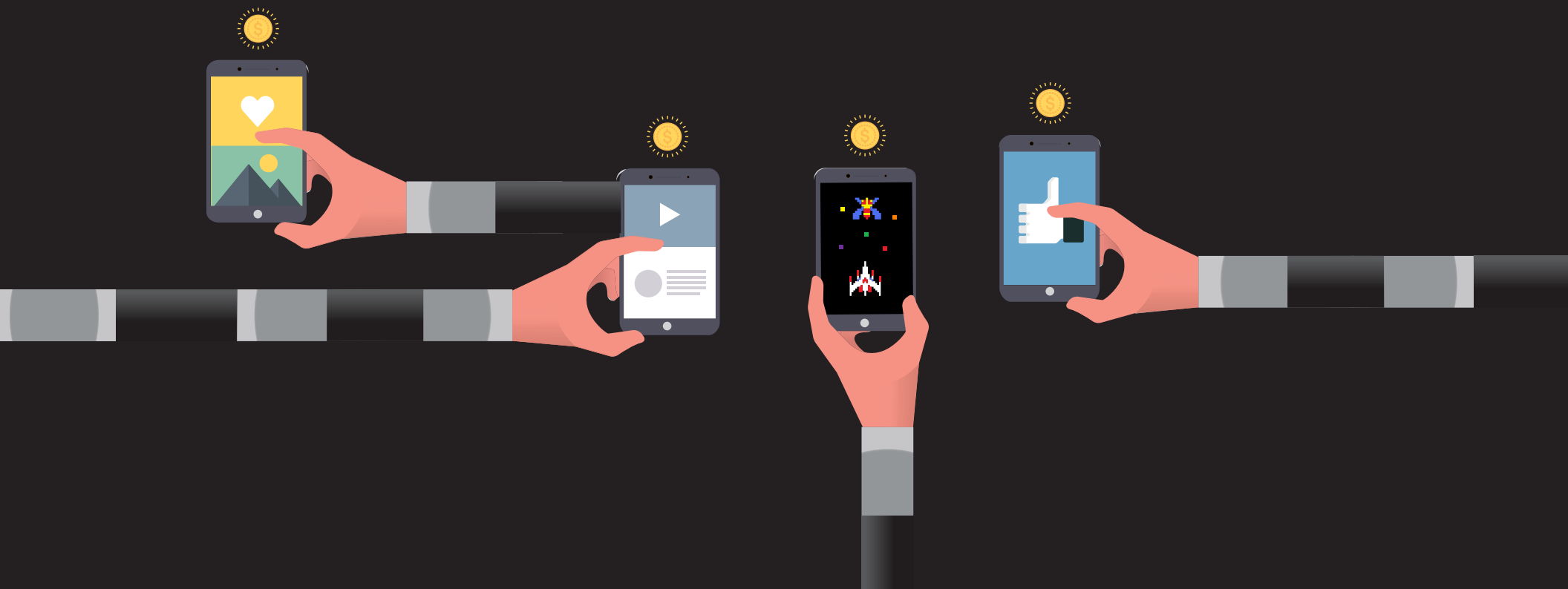
OVERVIEW

As more money comes into the mobile advertising ecosystem, it has become a bigger target for fraudulent activity, putting advertisers at risk. Today's mobile app publishers face numerous threats, from click attribution fraud and device emulation to re-brokering and auto-redirect. In fact, only a fraction of your ad spend may be reaching actual customers, with the rest going to bad actors of all kinds.


A diverse and dynamic fraud landscape calls for multi-layered methods and technologies to safeguard your ad investment. As the leading advertising platform for mobile brands, YouAppi has incorporated sophisticated anti-fraud measures into the OneRun Growth Marketing Platform to detect and prevent illicit activity. This white paper explores in depth both the types of fraud currently targeting mobile advertising, and how OneRun addresses them to ensure optimal safety and return on ad spend for advertisers and publishers.




FIGHTING THE MULTI-BILLION DOLLAR AD FRAUD PROBLEM




INDUSTRY ANALYSTS HAVE SOUNDED THE ALARM ABOUT ONLINE ADVERTISING FRAUD

 According to a report by The World Federation of Advertisers (WFA), the costs of ad fraud will rise from \$7.2 billion now to at least \$50 billion by 2025.


WHILE THIS FIGURE INCLUDES BOTH MOBILE AND DESKTOP ADS, THE RAPID GROWTH OF MOBILE ADVERTISING—AND ITS RELATIVE IMMATURITY—MAKE IT AN ESPECIALLY APPEALING TARGET

 “As the mobile channel is relatively new and its detection not as mature, fraudsters are turning to it in the hopes they will have an easier time perpetrating fraud initiated from mobile devices,” said Andras Cser VP, principal analyst for security & risk professionals at Forrester.

 As Forrester analyst Susan Bidel noted in a recent report titled “Fraud and Fat Fingers Distort the Mobile Advertising Landscape,” “Fraudsters not only apply techniques tested and proven in desktop advertising to the mobile web, but also fashion new strategies specifically to target the mobile app environment.”

(quote, June 2015: <http://adexchanger.com/mobile/mobile-fraud-its-time-to-start-paying-attention/>)

BEYOND THE THREATS TO REVENUE AND SECURITY, ILLICIT ACTIVITY THREATENS TO UNDERMINE THE FUNDAMENTAL ECONOMIC MODEL OF THE WEB BY LEADING CONSUMERS TO OPT OUT OF ADVERTISING ENTIRELY

 A corollary effect of malware and ad fraud is that it also encourages ad blocking adoption. Over 40% of consumers stated that they use ad blockers to protect themselves against malware and viruses, according to a recent survey by Optimal.com and Wells Fargo cited by Business Insider. Mobile ad-blocking usage, meanwhile, is high and growing fast: over 419 million people worldwide are using mobile ad-blockers (one-fifth of the world’s 1.9 billion smartphone users), a 90% increase from last January, according to a study by PageFair.

(<http://www.businessinsider.com/mobile-ad-fraud-outbreak-is-a-sign-of-things-to-come-2016-7>)

IN THE FACE OF THIS SERIOUS AND GROWING PROBLEM, ADVERTISING SOLUTION PROVIDERS MUST DRIVE CONSTANT INNOVATION TO PROTECT THEIR CUSTOMERS FROM FRAUD IN ALL ITS FORMS—NOT JUST THE ONE OR TWO MOST PREVALENT, BUT THE FULL SPECTRUM OF ILLICIT ACTIVITY. THIS INCLUDES:

-  Click Attribution Fraud
-  Incentive Traffic
-  Re-Brokering
-  Auto-Redirect
-  Web Hosting
-  Fake Registration
-  Multiple IP/Subnet
-  Device Emulator

YOUAPPI HAS DESIGNED THE ONERUN PLATFORM TO FIGHT FRAUD, PROTECT ORGANIC USERS AND:



Safeguard our customer
acquisition campaigns

A.I.

Use advanced algorithms
and AI/machine learning to
deliver high-quality users for
every campaign we manage



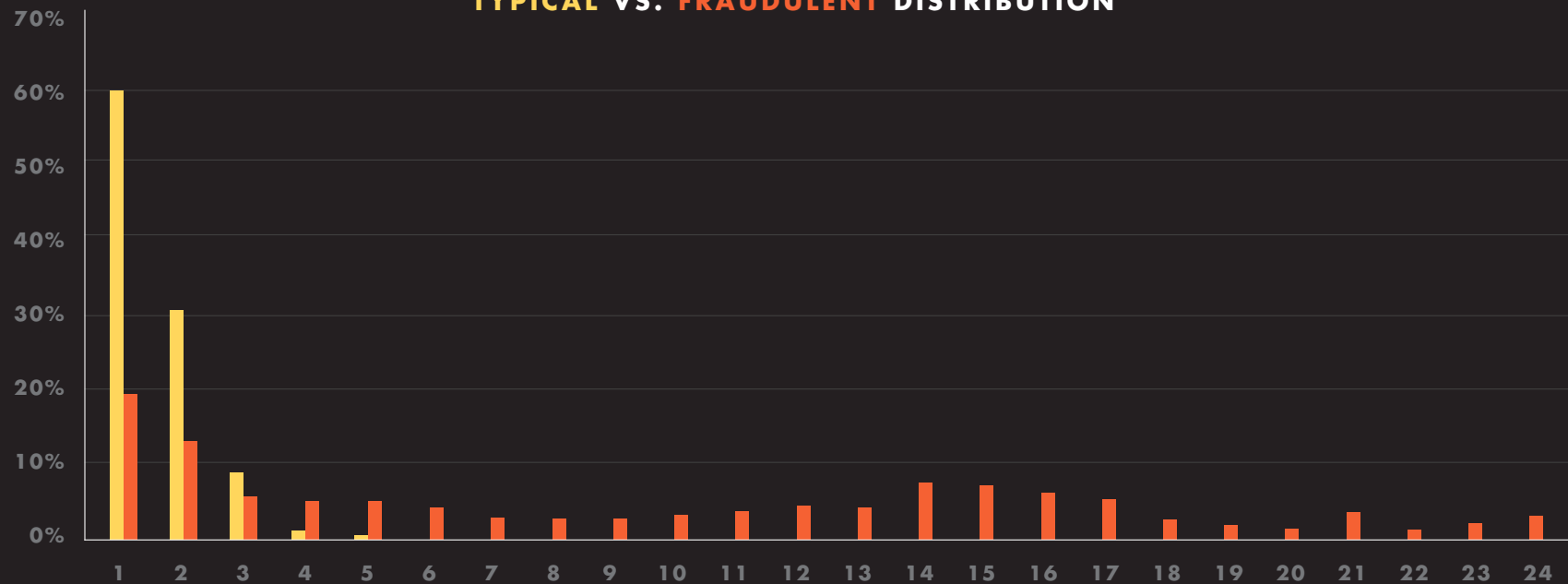
Patrol every click source,
helping ensure a positive ROI
for every campaign



Guarantee fraud prevention
and protection

ORGANIC INSTALLS HIJACKING - HOURLY VIEW OF CLICK-TO-INSTALL DELAY DISTRIBUTION

CLICK-TO-INSTALL DELAY DISTRIBUTION (HOURS)
TYPICAL VS. FRAUDULENT DISTRIBUTION



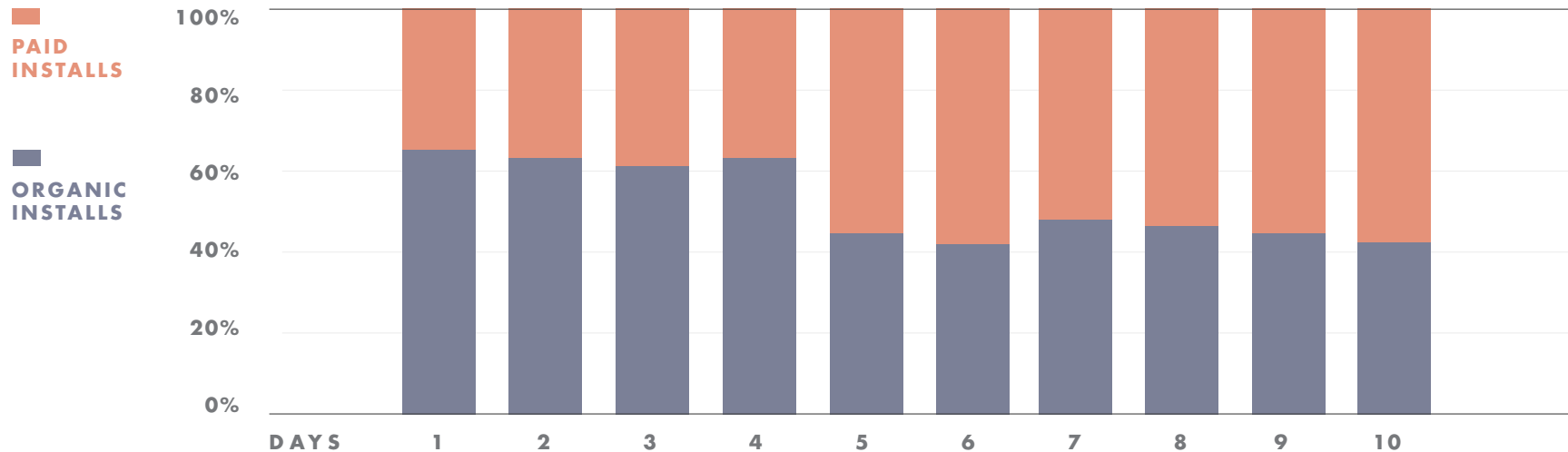
THE PRIMARY RISK FOR FRAUDULENT ACTIVITY THAT YOUAPPI HAS FACED IS CLICK ATTRIBUTION FRAUD

When organic installs are "hijacked" by a fraudulent publisher, the delay between the (fake) click and the organic install is almost arbitrary.

In the case of "hijacked organic installs," instead of having the vast majority of the installs within the first couple of hours after the click, only a small part of the installs occur during this time window.

CLICK ATTRIBUTION FRAUD

PERCENTAGE OF ORGANIC INSTALLS OF AN APP IN US CLICK
ATTRIBUTION FRAUD TRAFFIC STARTS ON DAY5
(ATTRIBUTION WINDOW 24 HOURS)



HOW IT WORKS

When an impression is generated in an app, multiple artificial click URLs are sent by the fraudulent publisher to the attribution vendor, as if the user clicked on app-install ads.

The user is not aware of these click URLs, which are attributed to the fraudulent publisher for some advertised apps.

If the user installs one of these apps organically, the fraudulent publisher is credited for the organic install by the attribution vendors.

Since click attribution fraud attributes the organic installs to the fraudulent publisher, the app owner experiences reduction in its organic installs.

CLICK ATTRIBUTION FRAUD RESULTS IN IMMEDIATE REDUCTION IN ORGANIC INSTALLS

Since click attribution fraud attributes the organic installs to the fraudulent publisher, the app owner experiences reduction in its organic installs.

In this example - *before the fraudulent publisher takes part in the campaign* - the part of organic installs is 64%, while the user acquisition part is 36%.

The click attribution fraud that started in day 5 reduces the portion of organic installs from 64% to 43%.

The app owner pays for about 20% of its organic installs.

HOW WE ADDRESS IT



CLICK VALIDITY ANALYSIS

Our data scientists run click validity analysis that qualifies click sources. Ensuring clicks from real users; shoppers, gamers and riders, not malicious imposters or bots.

- Analysis is done on thousands of clicks that accrue in about 20 minutes during the peak hours.
- More than 40% of the click traffic from some of the fraudulent publishers actually consists of multiple clicks from a single user to multiple campaigns within several seconds.



CLICK-TO-INSTALL DELAY ANALYSIS

Most installs (90 percent) happen within four hours of download. Continuous and in-depth analysis of download delays will expose fraudulent downloads, readying us to act fast in blacklisting fraudulent sources.

- Non-game campaigns - 60% of installs, downloads and first opening of the app occur within an hour after the click.
- Game campaigns - About 90% of the installs occur during the first two hours after the click and close to 100% within five hours after the click.
- When organic installs are "hijacked" by a fraudulent publisher, the delay between the (fake) click and the organic install is almost arbitrary.
- In the case of "hijacked organic installs," instead of having the vast majority of the installs within the first couple of hours after the click, only a small part of the installs occur during this time window.



HOURLY INSTALL AND CONVERSION ANALYSIS (CLICK-TO-INSTALL CONVERSION RATIO)

Each traffic source generates a consistent pattern of installs and conversions. YouAppi has implemented fast-acting alerts when anomalies are detected. Allowing us to quickly examine sources for fraud and empowering you to be proactive in fraud prevention.

- When the app is not popular, there is a small number of organic installs.
- The result is a very low conversion in the install to click ratio.



CONTINUOUS AUTOMATED APP SCANNING

Monitor app traffic patterns with our App Scanning Phone Lab, so you can test usage patterns, downloads and installs.



ONERUN OVERVIEW

YouAppi offers one single point to streamline your mobile media buying. YouAppi's OneRun Platform combines the power of machine learning with our proprietary predictive algorithms, analyzing over 250 terabytes of data every day.

Our Media Management Team leverages the power of OneRun to understand your KPIs, set up your campaign, and ensure that you pay the right price for the right conversion.



**OUR "DIGITAL DNA"
HELPS ACQUIRE AND CONVERT MORE
CUSTOMERS WITH OUR PROPRIETARY MATCHING
ALGORITHMS AND RECOMMENDATION ENGINE**

**WE USE COHORT TECHNOLOGY TO PREDICT
A USER'S NEXT MOVE**

CONCLUSION

As the mobile marketing landscape matures, so do the tactics of sophisticated hackers. YouAppi is working 24 / 7 / 365 on delivering quality campaigns, ensuring the best offers and experience for app users, with zero fraud. As the leading advertising platform for mobile brands, YouAppi has incorporated sophisticated anti-fraud measures into the OneRun Growth Marketing Platform to detect and prevent illicit activity.

YOU CAN TRUST YOUAPPI WITH YOUR MOBILE MARKETING CAMPAIGNS, ENSURING OPTIMAL SAFETY AND RETURN ON AD SPEND FOR ADVERTISERS AND PUBLISHERS.



ONERUN : ZERO FRAUD

1 1.0-0 0



YOUAPPI.COM

Step under the YouAppi umbrella and use the OneRun Platform to secure your media spend and ensure it reaches target markets, not scammers and fraudsters.

