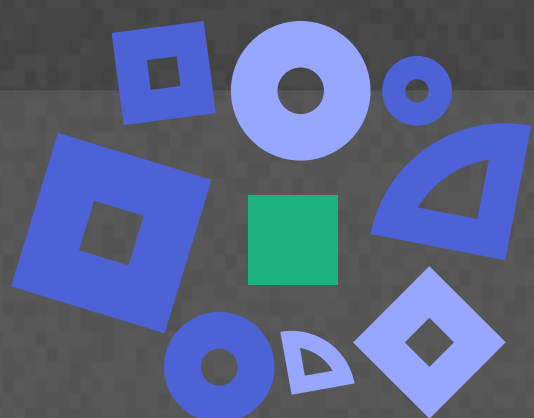trafficguard

Level Up Against Ad Fraud
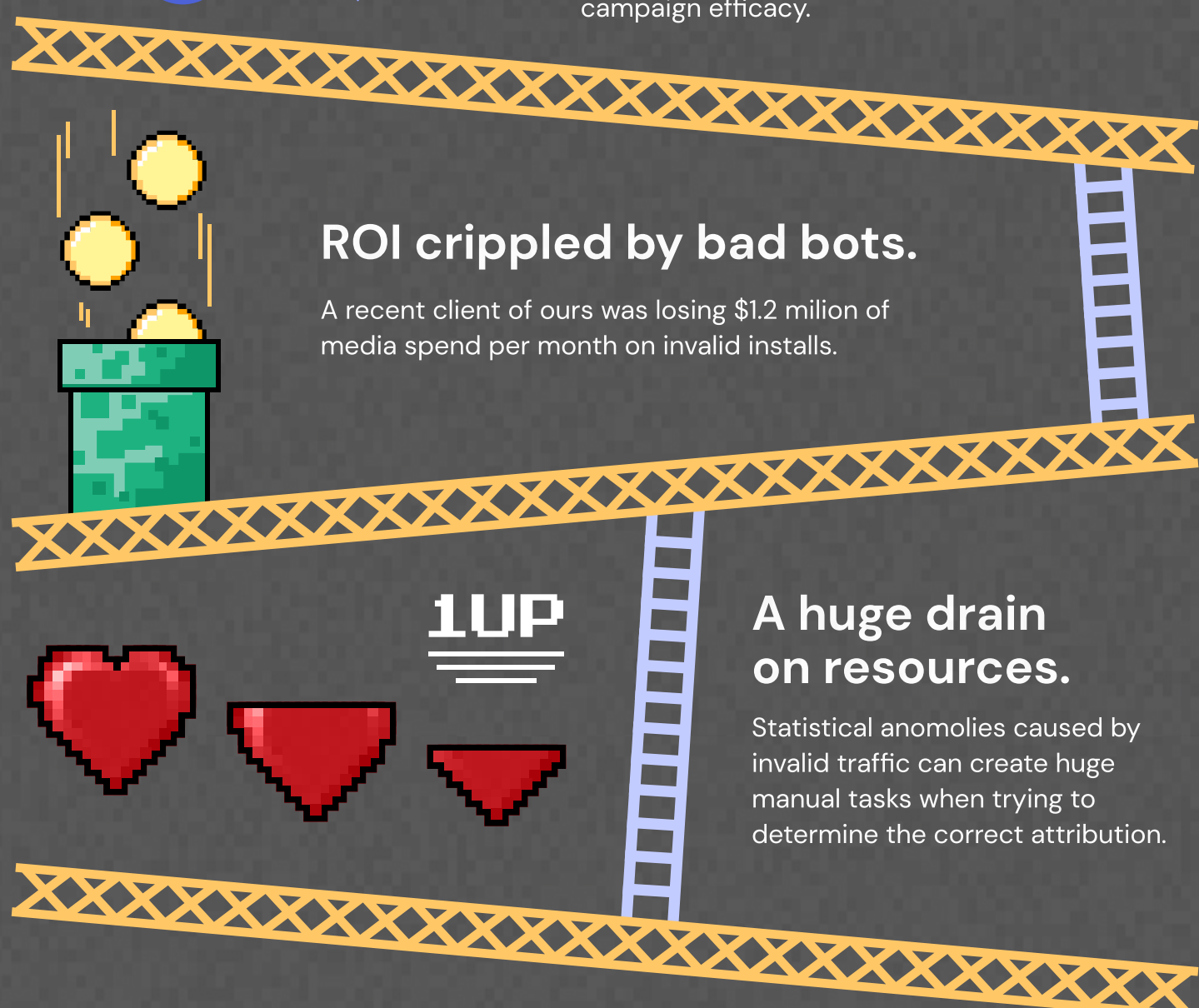
AD FRAUD IN THE GAMING INDUSTRY

We're up against a stealthy opponent, but with increasing awareness and AI/ML on our side, could it be game over for ad fraudsters?

What are the consequences of mobile ad fraud?

Bogus traffic, fraudulent clicks and fake installs.

Marketers run the risk of attempting to optimise using invalid data, thus impacting campaign efficacy.

ROI crippled by bad bots.

A recent client of ours was losing $1.2 milion of media spend per month on invalid installs.

1UP

A huge drain on resources.

Statistical anomolies caused by invalid traffic can create huge manual tasks when trying to determine the correct attribution.

DANGER

25% of all app installs are fraudulent.

Business of Apps, 2021

"It is simple, fraud follows the money, and the gaming industry's prolific growth has been a magnet for fraudsters both large and small."

Sanjay Trisal
General Manager, AppsFlyer

BONUS

Check out this global mobile game developer who used TrafficGuard to save $70k a month and reduce misattribution from their MMP.

Is it game over for ad fraud?

As long as demand for mobile gaming remains, bad bots aren't going anywhere. But don't panic, there are steps you can take to level up against fraudsters and defend your business from the effects of invalid traffic.

Understand your risk level

The huge recent uptake in mobile gaming makes these specific apps the most appealing to fraudsters. Assessing the risks and taking action is the best way to protect your budget and campaign insights.

Know your benchmarks

Low conversion rates and unexplained spikes in downloads are good indicators of potential fraudulent activity. If you're spotting these frequently, it's probably time to onboard an anti-fraud solution.

Bring in the experts

Take bot mitigation off your plate by leveraging a powerful anti-fraud solution. Look for solutions that are AI/ML-powered with in depth analytics so that you can focus on more important things, like scaling your business.

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Get in touch