

TrafficGuard Mobile App Report and Volume Plan

What TrafficGuard can do

Short term benefits of using TrafficGuard

- Detect and prevent **previously undetected invalid traffic** and outcomes through the funnel from engagement to conversion
- Ensure **only valid traffic and real users** are **sent to the MMP** for attribution through click level protection
- Prevent **undetected misattribution** and **undetected click fraud** all previously flowing in to the MMP
- Ensure you **only pay for real and valid outcomes** that have been generated from real traffic and **pay the right partners**



Long term benefits of using TrafficGuard

- **Separate attribution from verification** and broaden your user acquisition strategy
- Ensure **all attribution data is completely accurate** and real time so there is no manual reconciliation or disputes
- **Drive unlocked and incremental future growth** by replacing invalid clicks with valid clicks
- Provide the data for the networks to **optimise out of fraud traffic and in to valid traffic**
- Scale on **accurate attribution & clean traffic data**
- **Save lost marketing dollars** and grow with confidence
- Creates a **clean traffic ecosystem** for future growth

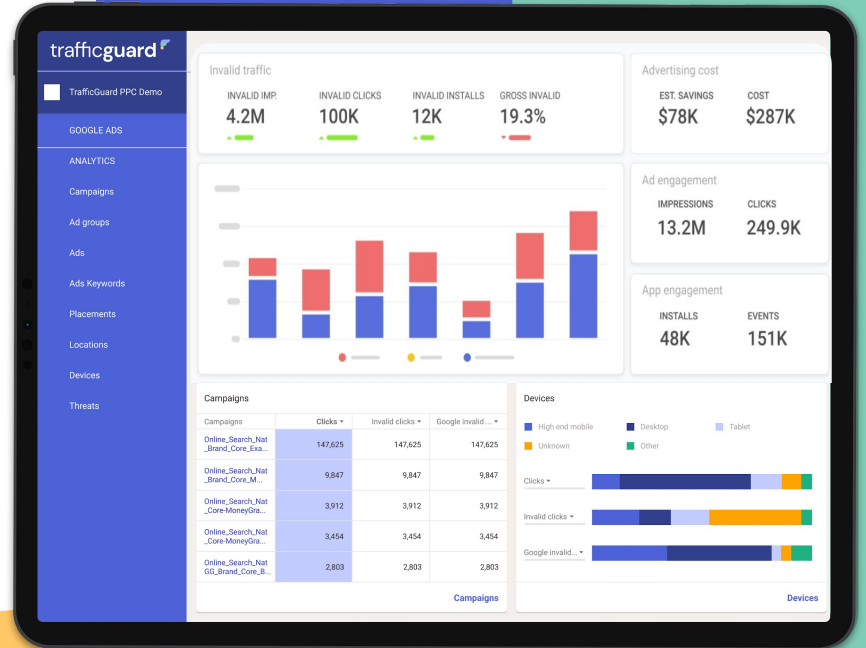
Real-time install level detection

TrafficGuard is an invalid traffic and ad fraud specialist that works independently of the MMP's attribution process.

Through AI, machine learning and a more robust detection suite, TrafficGuard provides the most complete, transparent and effective verification solution in the market.

When TrafficGuard receives an attribution from a measurement platform, it uses a variety of install characteristics to validate that attribution.

Through API integration TrafficGuard verifies each and every install in real time and all of this is live inside your TrafficGuard portal with complete transparency.



The cost of your undetected invalid installs

Integrated partners – Audit

TrafficGuard only receives **installs your MMP has marked as valid**. As such, all invalidation performed by TrafficGuard would be in **addition** to the invalid installs from the MMP.

During your audit period:

6,569 installs were invalid of the total 46,157. This equates to an invalid install rate of **14.2%**.

Based on a **CPI of ₹24** this would be **₹158k** in just 2 weeks and **₹4.1m** annually.

Some of these installs are fraudulent, some of them have been misattributed and belong to organic, and some of them have been misattributed and belong to other paid sources.

These invalid installs were previously undetected and will all be invalidated in real time going forward using TrafficGuard.

Installs

46k

Total installs

6.5k

Invalid installs

14.2%

Invalid install rate

Unlocked Budget

₹158k

In 2 weeks

₹342k

In 1 month

₹4.1m

In 1 year

High levels of invalid installs from multiple partners

Through the API integration you can see in your dashboard that there are multiple problematic partners with very high volumes of invalid installs and events due to very high invalid rates.

These invalid installs were all previously undetected and are now being invalidated by TrafficGuard in real time.

Partner	Invalid installs	Invalid conv.
Total	13,006	146,703
Total: Filtered	6,437	125,161
[Redacted]	1,598	5,938
[Redacted]	1,310	4,564
[Redacted]	812	3,530
[Redacted]	529	5,219
[Redacted]	481	1,624

Partner	Invalid install rate	Invalid conv. rate
Total	2.80%	1.09%
Total: Filtered	1.54%	0.94%
[Redacted]	100.00%	97.89%
[Redacted]	55.54%	68.70%
[Redacted]	19.16%	16.68%
[Redacted]	17.91%	22.94%
[Redacted]	13.04%	5.77%
[Redacted]	12.64%	13.69%

Threat analysis: Installs

There were three main threats identified during the audit.

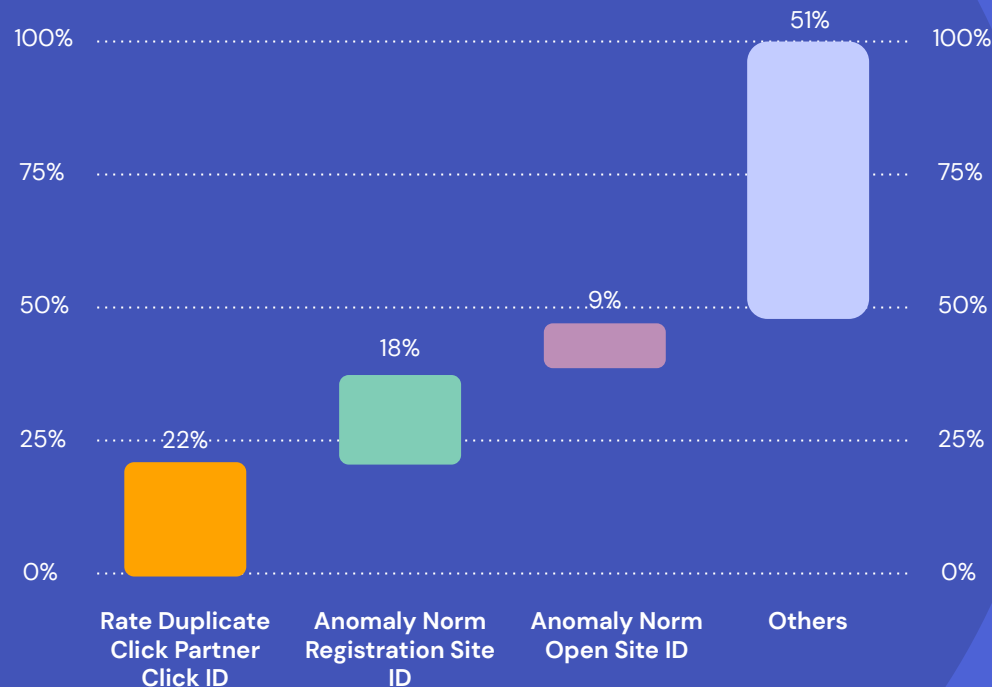
22% of installs were from clicks that had duplicate partner click ID, indicating a user that double clicked on an Ad or opening multiple tabs.

18% of installs came from site IDs that had an anomalous registration rate in comparison to its peers.

9% of installs came from site IDs that had anomalous App Open rates in comparison to its peers.

The remaining **51%** was made up of multiple small scale threats.

*You can see a description of each threat in more detail in the **Threat Analysis** section



The total cost of your undetected invalid installs

All partners – Audit

TrafficGuard only receives **installs your MMP has marked as valid**. As such, all invalidation performed by TrafficGuard would be in **addition** to the invalid installs from the MMP.

During your audit period:

6,437 installs were invalid of the total 419,145. This equates to an invalid install rate of **1.54%**.

Based on a **CPI of ₹24** this would be **₹154,488** in just 2 weeks and **₹4m annually**.

Installs

419k

Total installs

6.4k

Invalid installs

1.5%

Invalid install rate

Unlocked Budget

₹154k

In 2 weeks

₹333k

In 1 month

₹4m

In 1 year

Award winning click level prevention



trafficguard

TrafficGuard prevents invalid traffic by changing the attribution journey of invalid clicks in real time to ensure only valid traffic is sent for attribution and the correct partner is attributed for performance.

In order to enable your MMP to attribute to the correct source, you need TrafficGuard's unique click level mitigation to prevent those clicks from entering the attribution pool.

This will ensure you only pay for installs from valid traffic and you pay and attribute your installs to the correct source.

With click level integration in place you will lower your acquisition cost of customers and increase your LTV:CAC ratio.

You can reinvest this unlocked budget in to partners that deliver valid clicks and produce high quality customers and explore new ones in order to increase your reach.

The Cost of Not Preventing Invalid Clicks

Integrated partners – Audit

In Prevention mode, TrafficGuard ensures only valid clicks enter the MMP by changing the attribution journey in real time. This ensures your MMP only attributes based on valid traffic and as such all installs and events are attributed to the correct source in by your MMP in real time.

During your audit period:

110,790 clicks were invalid of the total **307,750**. This equates to an invalid click rate of **36%**.

Just these invalid clicks (just from the integrated partners) led to **XX invalid installs**. Based on a **CPI of ₹24** this would be **₹158** in just 2 weeks and **₹4.1m** annually.

This does not include clicks from partners that are not integrated yet and will be set up as soon as you sign up to TrafficGuard.

Once we turn on 'Prevention', all these installs would be attributed to the correct source in real time by your MMP.

Clicks from integrated partners

308k

Total clicks

111k

Invalid clicks

36%

Invalid click rate

Unlocked Budget from
integrated partners

₹157k

In 2 weeks

₹340k

In 1 month

₹4.1m

In 1 year

Partner Analysis

- One partner had the **highest invalid click rate (23.5%)** and **invalid install rate (17.6%)** amongst all the integrated partners.

Integrated Partner	Gross Clicks	Invalid Clicks	Invalid Click %	Invalid Installs	Invalid Install %	Invalid Install Cost
xxx	46,045	10,798	23.5%	4,901	17.6%	₹117,624
xxx	121,254	6,393	5.3%	1,559	12%	₹37,416
xxx	13,286	1,130	8.5%	65	1.8%	₹1,560
xxx	2,846	87	3.1%	28	2.7%	₹672
xxx	183,431	18,408	10%	6,553	14.4%	₹157,272

Threat analysis: Clicks

There were three main threats identified during the audit.

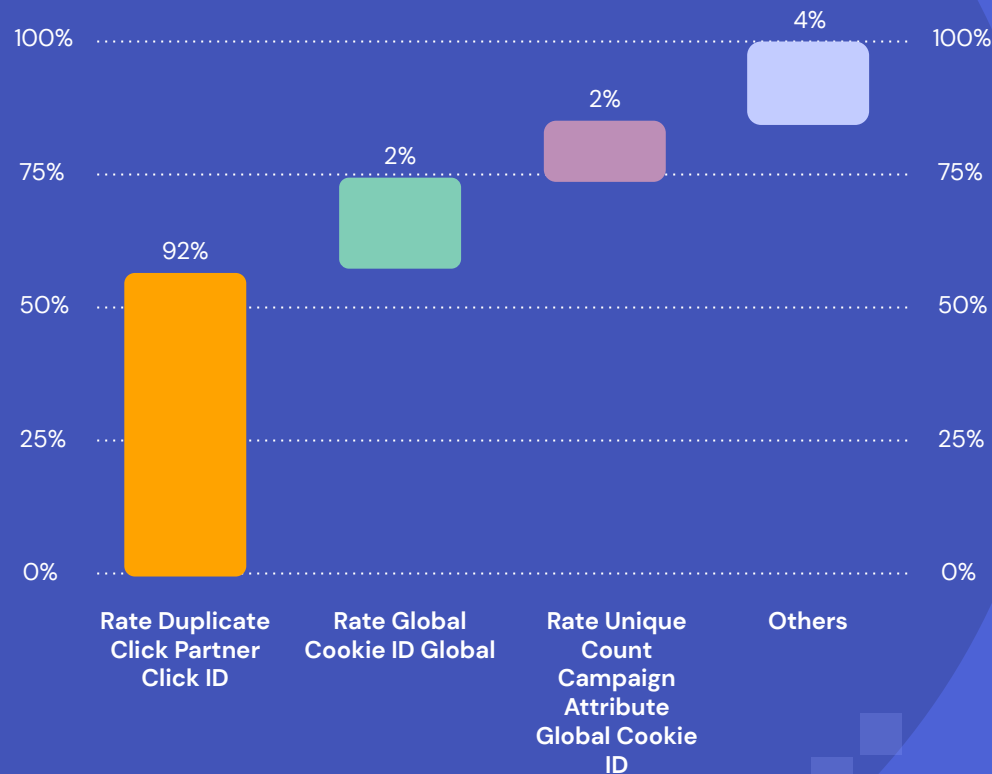
92% of clicks came from the same partner click ID, these are extraneous clicks that provide no value to the advertiser.

2% of clicks were from a device/cookie that had an abnormally high ad engagement across multiple campaign and partners.

2% of clicks device/cookie that was seen across unique campaigns, site IDs and sub partners in a very short time.

The remaining **4%** was made up of multiple small scale threats.

*You can see a description of each threat in more detail in the **Threat Analysis** section



Undetected Misattributed Install Example 1

The example below shows another partner **generating a click that was invalidated which led to both the install and the following conversion being attributed to it**. Both the installs and conversion should have been **attributed to an organic source** that went **undetected by the MMP**.

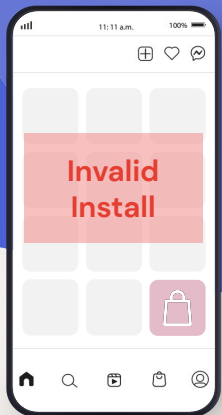
Event Time	Device ID	Partner ID	Event Type	Event Name	Transaction Status Reason	Google Play Install Referrer
2023-03-23 07:20:38	13d8c334-48dc-465d-9a49-9618dc957ecd		click	∅	rate_globalcookieid_global	∅
2023-03-23 07:21:02	13d8c334-48dc-465d-9a49-9618dc957ecd		install	∅	rate_globalcookieid_global	utm_source=google-play&utm_medium=organic
2023-03-23 07:21:04	13d8c334-48dc-465d-9a49-9618dc957ecd		event	goal	rate_globalcookieid_global	∅
2023-03-23 07:21:11	13d8c334-48dc-465d-9a49-9618dc957ecd		event	registration	rate_globalcookieid_global	∅
2023-03-23 07:21:12	13d8c334-48dc-465d-9a49-9618dc957ecd		event	open	rate_globalcookieid_global	∅
2023-03-23 07:21:12	13d8c334-48dc-465d-9a49-9618dc957ecd		event	login	rate_globalcookieid_global	∅
2023-03-23 07:21:14	13d8c334-48dc-465d-9a49-9618dc957ecd		event	viewcontent	rate_globalcookieid_global	∅

Undetected Misattributed Install Example 2

The example below shows one partner **generating a click that was invalidated** which led to both the install and the following conversion being attributed to it. Both the installs and conversion should have been **attributed to an organic source** that went undetected by the MMP.

Event Time	Device ID	Partner ID	Event Type	Event Name	Transaction Status Reason	Google Play Install Referrer
2023-04-01 22:34:53	8c86031a-e6b4-4d22-a632-427a28d77644		click	⌀	⌀	⌀
2023-04-01 22:35:35	8c86031a-e6b4-4d22-a632-427a28d77644		click	⌀	rate_duplicateclick_partnerclickid	⌀
2023-04-01 22:36:39	8c86031a-e6b4-4d22-a632-427a28d77644		install	⌀	rate_duplicateclick_partnerclickid	utm_source=google-play&utm_medium=organic
2023-04-01 22:36:42	8c86031a-e6b4-4d22-a632-427a28d77644		event	goal	rate_duplicateclick_partnerclickid	⌀
2023-04-01 22:37:21	8c86031a-e6b4-4d22-a632-427a28d77644		event	registration	rate_duplicateclick_partnerclickid	⌀
2023-04-01 22:37:21	8c86031a-e6b4-4d22-a632-427a28d77644		event	login	rate_duplicateclick_partnerclickid	⌀
2023-04-01 22:37:22	8c86031a-e6b4-4d22-a632-427a28d77644		event	registration	rate_duplicateclick_partnerclickid	⌀
2023-04-01 22:39:21	8c86031a-e6b4-4d22-a632-427a28d77644		event	pageview	rate_duplicateclick_partnerclickid	⌀
2023-04-01 22:39:26	8c86031a-e6b4-4d22-a632-427a28d77644		event	open	rate_duplicateclick_partnerclickid	⌀
2023-04-01 22:39:31	8c86031a-e6b4-4d22-a632-427a28d77644		event	viewcontent	rate_duplicateclick_partnerclickid	⌀
2023-04-01 22:40:49	8c86031a-e6b4-4d22-a632-427a28d77644		event	viewcontent	rate_duplicateclick_partnerclickid	⌀
2023-04-01 22:40:59	8c86031a-e6b4-4d22-a632-427a28d77644		event	achievement	rate_duplicateclick_partnerclickid	⌀
2023-04-01 22:41:01	8c86031a-e6b4-4d22-a632-427a28d77644		event	pageview	rate_duplicateclick_partnerclickid	⌀
2023-04-01 22:41:14	8c86031a-e6b4-4d22-a632-427a28d77644		event	viewcontent	rate_duplicateclick_partnerclickid	⌀

The snowball effect of misattribution



OPEN

ADD TO
CART

GOAL

PURCHASE

01

A misattributed conversion will inflate the value of its source, not just by one conversion, but all the subsequent events.

02

This creates a **"snowball effect"** where the MMP continues to misattribute and networks delivering fraudulent traffic are rewarded with more spend.

03

Networks that actually deliver clean traffic and the best results receive less investment, restricting advertising ROI and growth.

Breakdown of Misattributed Installs

Integrated Partners – Number of Installs that had an invalid click and were attributed to the wrong source

This is a breakdown of installs that were misattributed to the wrong sources because the last click was an invalid click from a paid partner and was attributed to that partner instead. The only way to attribute to the correct source is click level prevention before the MMP.

Integrated Partner	Gross Clicks	Invalid Clicks	Gross Install	Invalid Installs	Misattributed Installs	Misattributed Conversions
xxx	46,045	10,798	27,779	4,901	2,975	15,783
xxx	121,254	6,393	13,037	1,559	1,217	2,562
xxx	13,286	1,130	3,545	65	35	262
xxx	2,846	87	1,019	28	21	79
xxx	183,431	18,408	45,380	6,553	4,248	18,686

Unlocked Budget

By protecting you from misattribution and preventing installed installs and events through click level protection TrafficGuard can unlocked budget worth ₹1m during the per month

This equates to ₹12.2m per year resulting in an ROI of 3.5

This is before you include all other network partners that need to be integrated and the value of the unlocked budget being used on the real traffic which is more likely to convert.

	Per month	Per year
Misattribution across all partners	₹675k	₹8.1m
Post attribution invalid installs	₹340k	₹4.08m
Total	₹1.015m	₹12.18m
TrafficGuard Fee	₹288k	3.45m
ROI	X3.5	

trafficguard 