

# Can your app scale the user acquisition mountain to become the next unicorn?

Don't be dragged down by invalid traffic and fake installs. Act now to climb faster and fast track your app to the top.

The next 100



## 6. Fast Track with TrafficGuard

Smash those UA targets and shoot straight to the top of those app store rankings with TrafficGuard's intelligent, AI/ML-powered solution. It's pretty damn awesome.

## 5. Implement ad fraud protection

Now we're talking! But intelligent fraudsters can circumvent legacy vendors' basic technology - you'll need something a little bigger and better to reach the summit.

## 4. Diversify your ad channels

You're exploring more channels which is great news for your reach, but now there's a new problem. Some platforms are rife with fraud, brimming with bots and bad news for your budget.

## 3. You're aware of fraud

Acknowledging the problem is a good thing, but living in fear of fraud and sticking to safe channels like Google's UAC and Facebook ain't gonna make those scaling dreams come true.

## 2. Now, fire up your MMP

Using a mobile measurement partner will put you on the right track towards verifying all your ad clicks. However, MMPs can be easily tricked into attributing successful conversions to sham users. [More on that here.](#)

## 1. You've started your climb!

But without ad fraud protection? Boo. This is going to be a hard climb; obstructed by bots, shoddy data and a hampered ad budget.