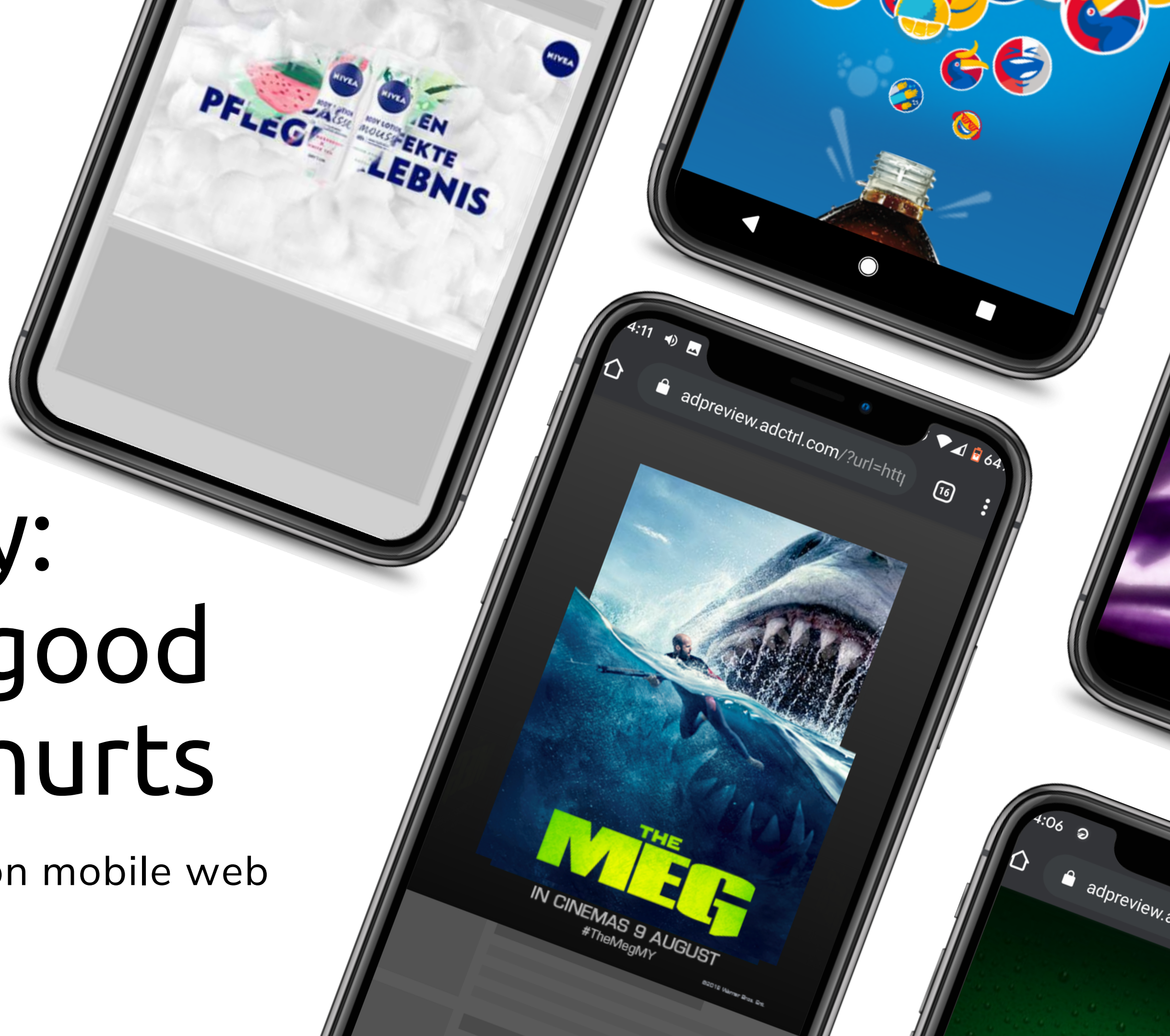


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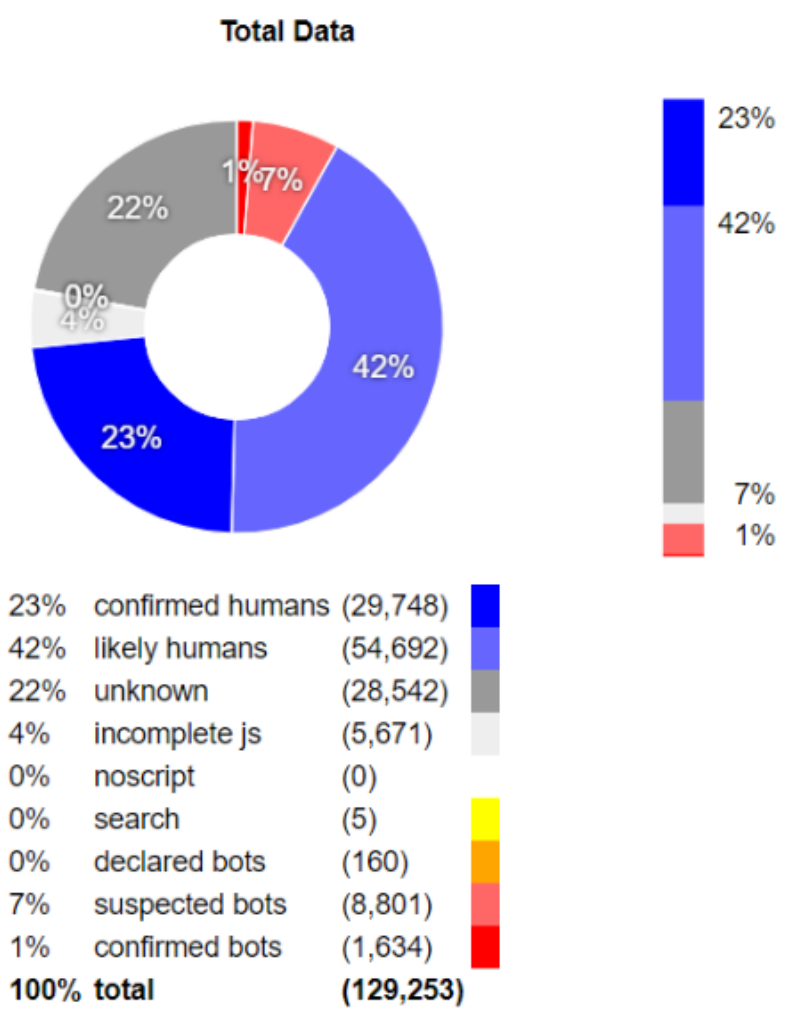
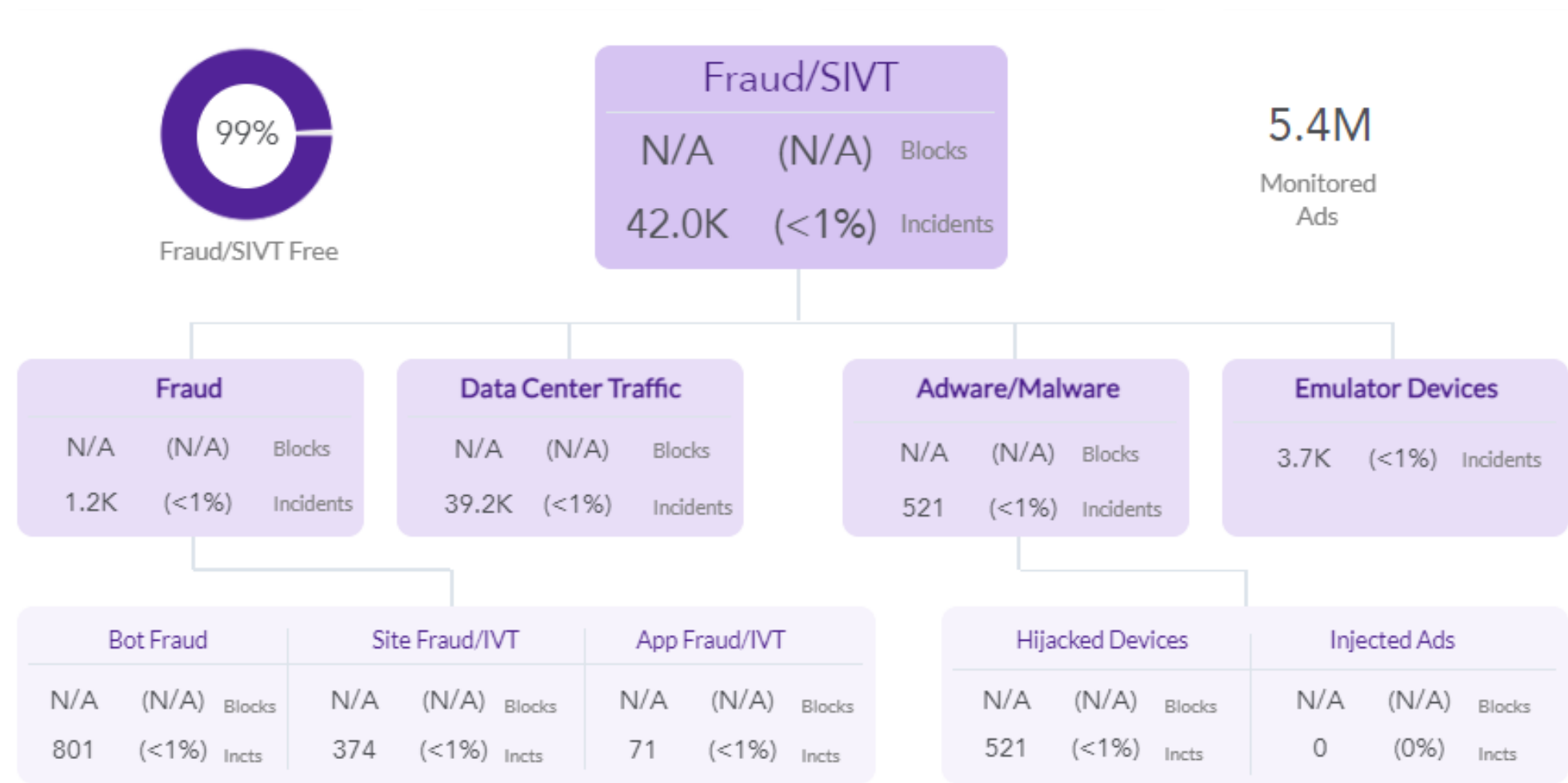
Brand Safety: When even good advertising hurts

Part 2: Programmatic fraud on mobile web



Some data and stats from our reports

In Adello, we have been working hard to fight fraud. Using our methodologies which we developed over the last five years and which have been vetted by some of the biggest names in fraud prevention, we are confident that we are offering our clients the very best. We are the only adtech company running fraud prevention, AdUnit-builder, DSP, DMP on a single, proprietary real-time platform. To deliver quality traffic which is both safe and viewable. We are open to implementing third party verifications in our campaigns.

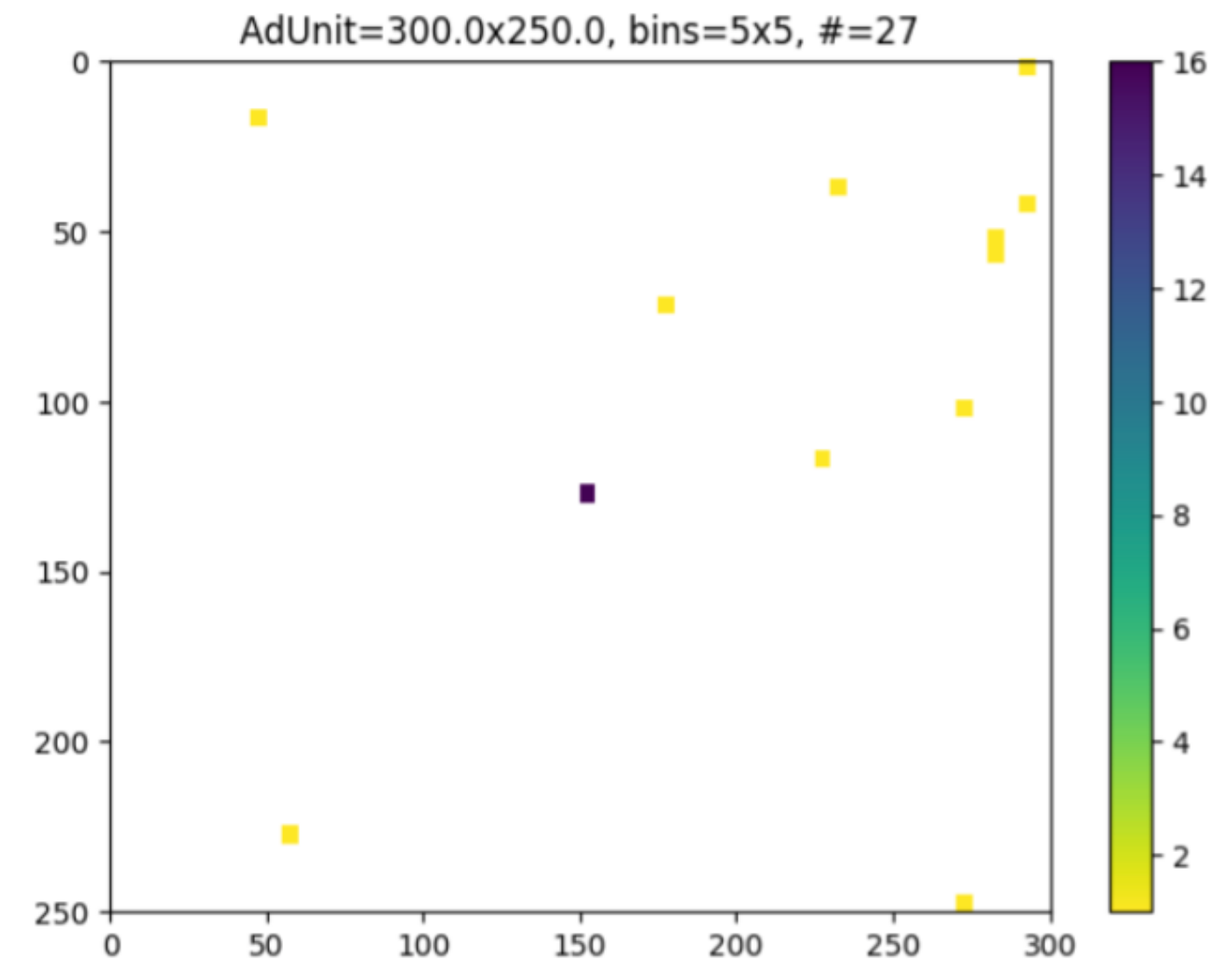


What is Ad Fraud

Ad Fraud is the practice of defrauding the advertiser by simulating actions like clicks, impressions, and conversion. These can be done by humans, paid to do so, or bots. The last ones are the most used, since they can simulate the behavior of many users at once and are so cheaper.

You have to be aware of the potential ad fraud types out there, since they can otherwise not only drain your marketing budget, but also contaminate your ad data. They will no longer reflect the reality, making analysis harder and influence your next campaign in a negative way.

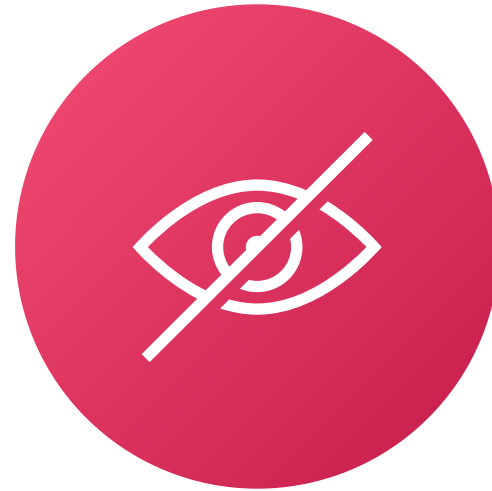
Click heatmap 300x250



The dark pixel in the middle of the ad creative displays the typical click fraud behavior. Click bots are usually cannot imitate human interaction and set to click on one single pixel. Therefore, it is easy to identify the malicious activities based on the heatmap analysis.



Click Fraud



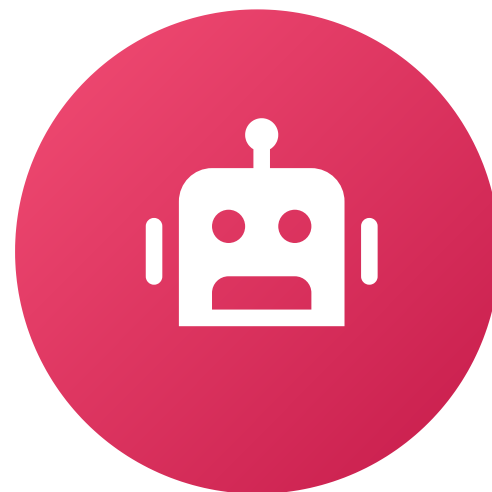
Hidden Ads



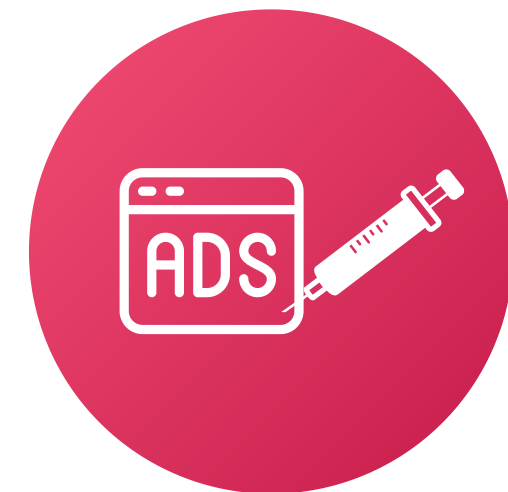
Ad Stacking



Fake App Installation



Bots



Ad Injection

Types of ad fraud and how do fraudsters work

Adello

Different threats to advertisers

There are a variety of ways that cyber criminals can carry out ad fraud.

Types of ad fraud and how do fraudsters work

Adello

Click Farms

Click Farms are typically pay people to click on ads on certain webpages to generate fake interactions. This generate fake results, real people are clicking on your ad or links on your website but there is no interest in advertised product whatsoever.

Hidden Ads

This kind of ads are, as the word says, hidden on a website. This can be done, e.g., with a 1x1 pixel frame, impossible to see for a human eye. This kind of fraud is normally deployed when you pay based on the impressions/views of your ad.

Ad Stacking

When many ads are stacked on top of each other, but only the one on the top is visible. This generate many false impressions and clicks, since if someone click on the first ad, then every stacked ad get automatically one.

Fake App Installation

It is a process, by which a web a device emulation software simulates the installation of an app. In reality, no one has installed it.

Bots

They are software programs which simulate the human behavior online. They can, e.g., click on ads, load webpages, and so generate false clicks and impressions.

Ad Injection

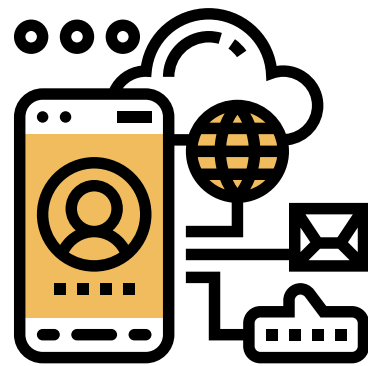
When a malware injects unwanted ads on your website without your permission.

Tips to avoid it

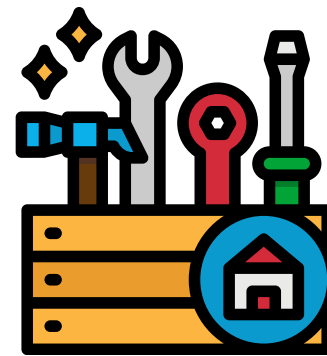
The Ad Fraud problem exists and is highly relevant.

Before you really do anything to fight affiliate fraud, you need to know where your ads are running. In that regard, conduct your research and make sure to screen and pick the right ad network that you can trust (and also know the difference ad network vs. ad exchange). The lack of transparency opens up the door for fraud which is why it's paramount to set your sights on a transparent and strict platform that has all the capabilities to detect and prevent it.

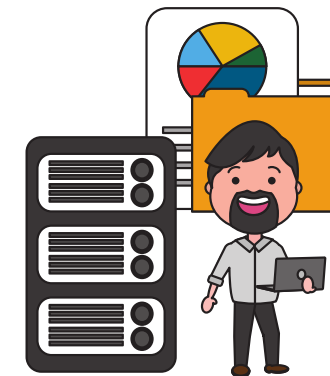
Affiliate fraud is a serious issue as well as a large business; so you're not alone in this fight. While built-in anti-fraud tools and features in ad and affiliate networks are oftentimes enough, it will never hurt to beef more on third-party presence. There are plenty of standalone tools such as the Fraud



Know your traffic source, pick the right network.



Use affiliate fraud tools



Keep an eye on data, watch out for abnormal data

Ad Fraud Warning Signs

- Low viewability
- Exceptionally high click through rates
- Strange traffic sources
- Straying too far from your benchmarks
- A lot of visits, but little added revenue



"Digital Ad Fraud is Not Illegal Yet, But Should Be"

Dr. Augustine Fou
March 2019

Augustine Fou is a digital marketer of 25 years, and currently an independent ad fraud auditor, consulting for advertisers and publishers. He was the former Group Chief Digital Officer of Omnicom's Healthcare Consultancy Group, a \$100 million group of 8 agencies serving pharma, medical device, and healthcare clients.

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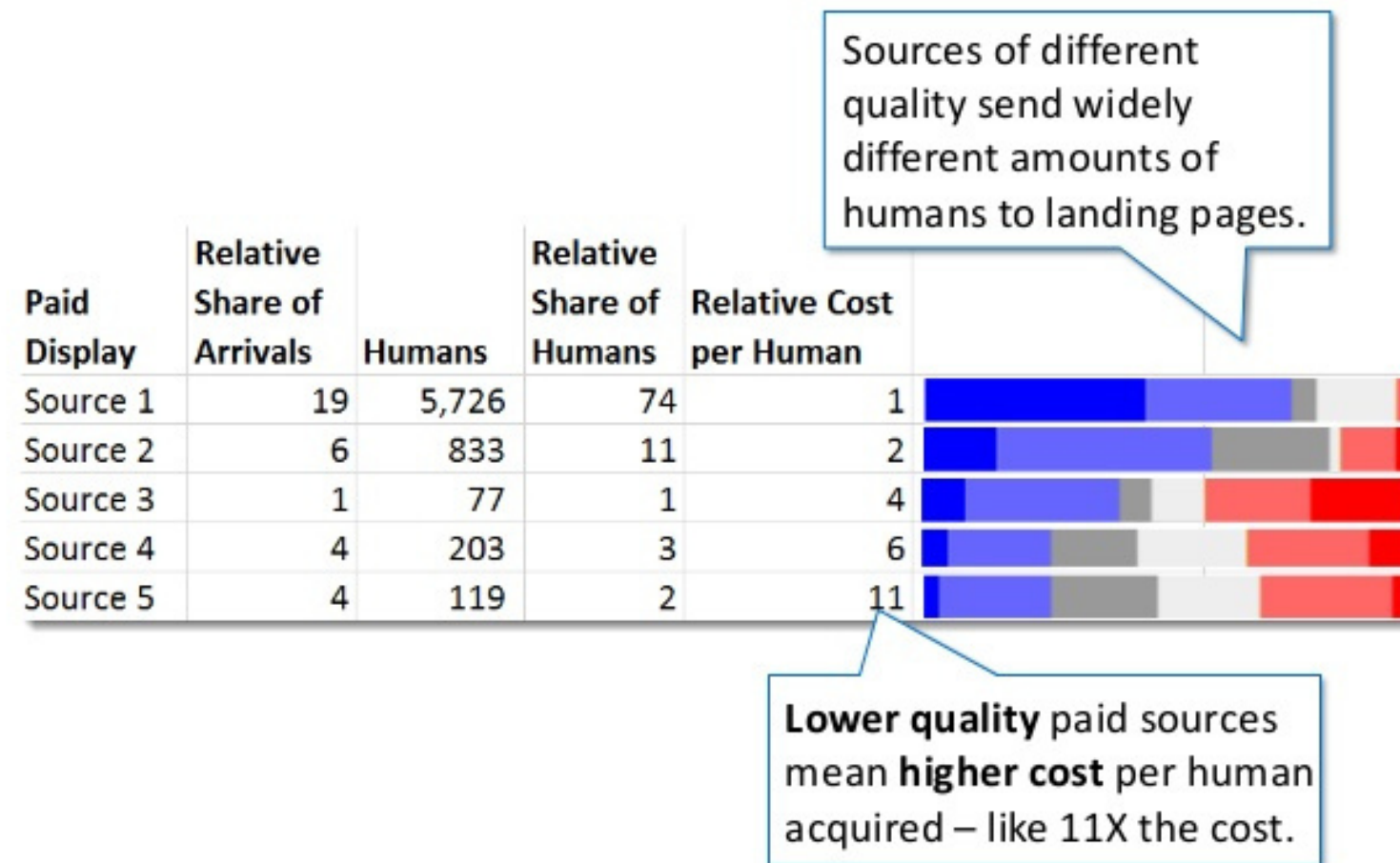


FOU
ANALYTICS

"Cyber criminals don't do those things just for fun; they do them to make money - LOTS of money."

Case Studies of Reducing Bots Fraud

Higher quality means lower cost per human



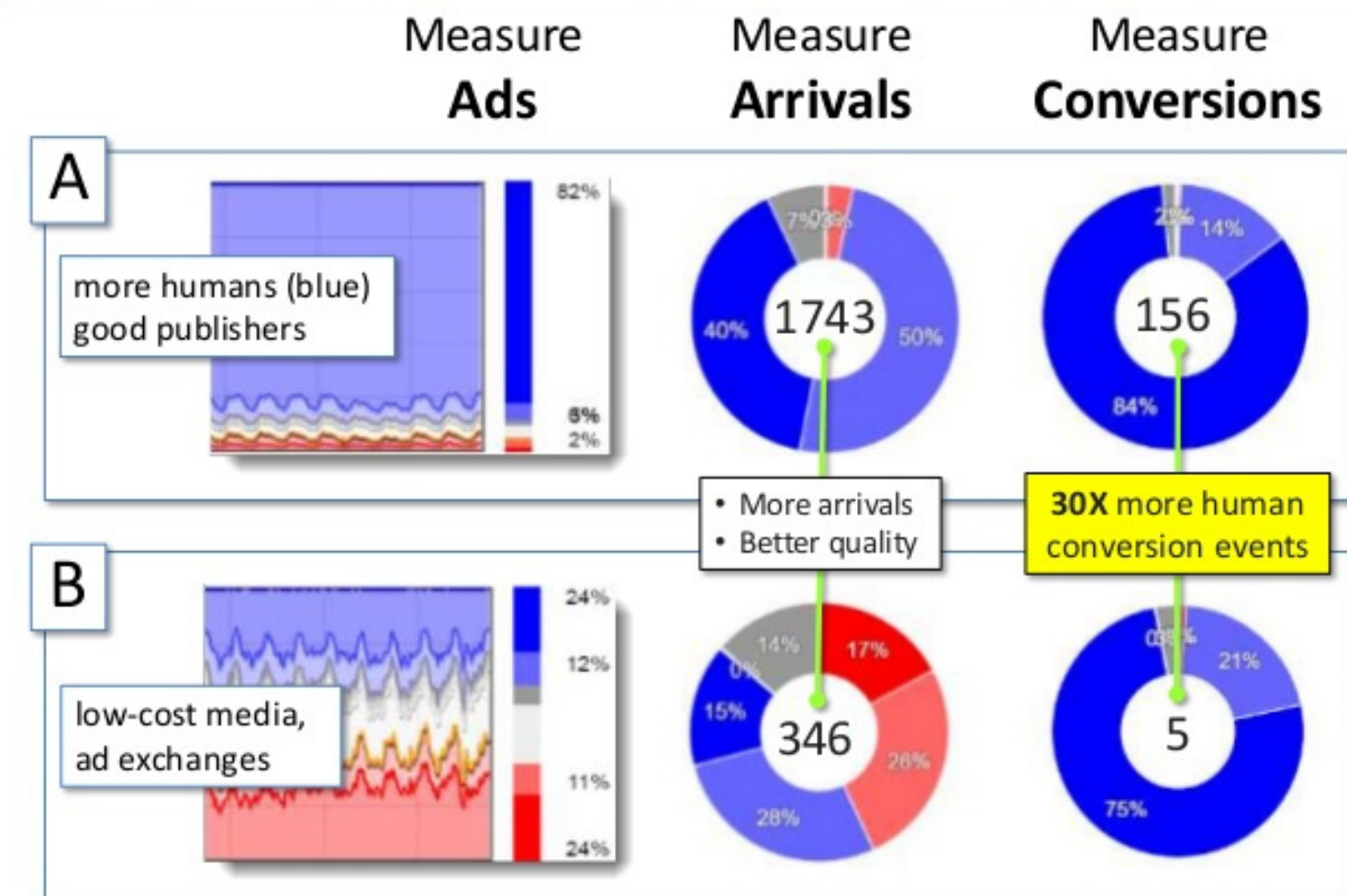
linkedin.com/in/augustinefou

marketing.science
consulting group, inc.

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Source: Case Studies of Reducing Bots Fraud by Augustine Fou

Better outcomes from better media



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Source: Case Studies of Reducing Bots Fraud by Augustine Fou

Case Studies of Reducing Bots Fraud

Good publishers take action to reduce bots



[linkedin.com/in/augustinefou](https://www.linkedin.com/in/augustinefou)

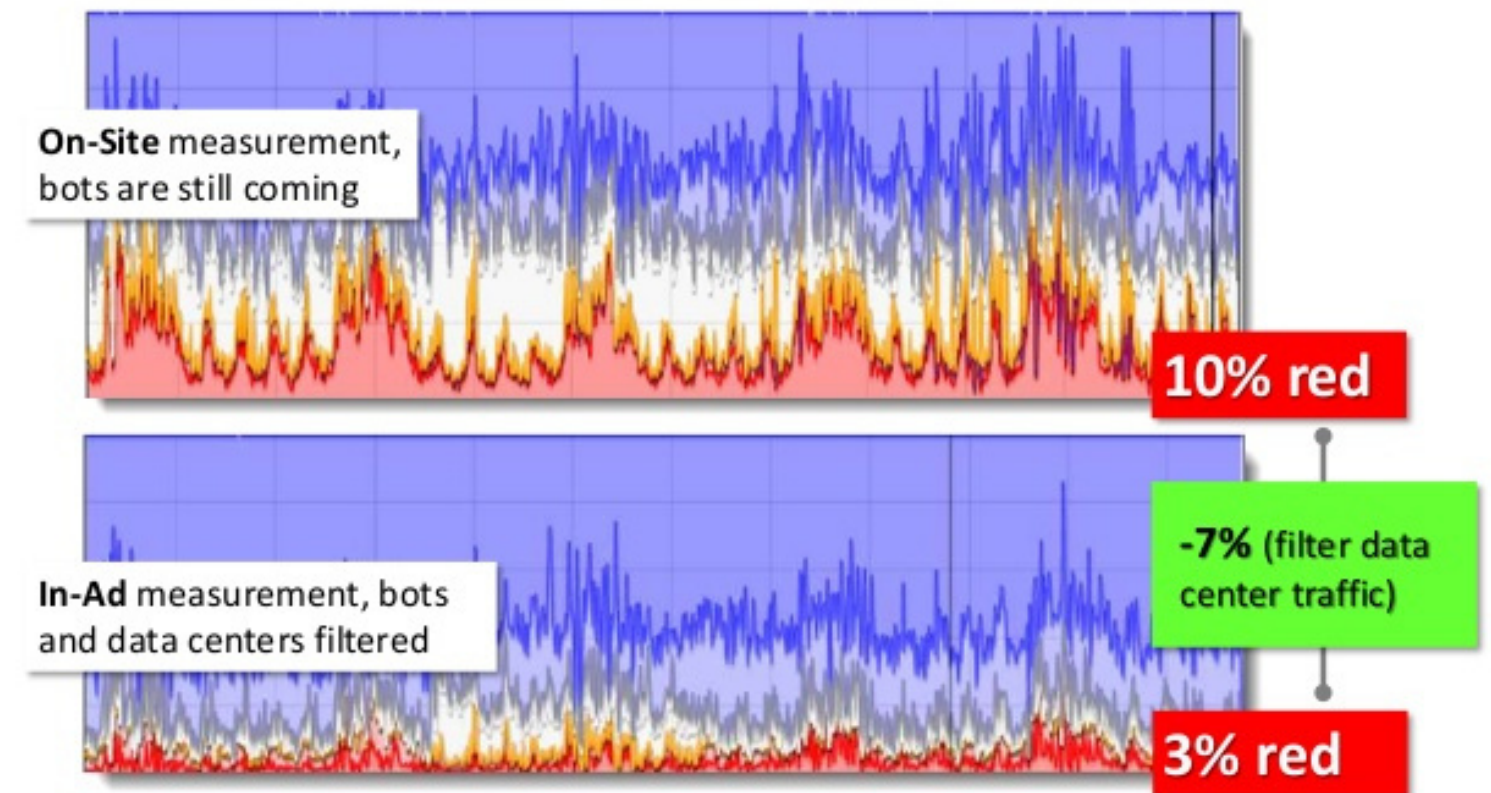
marketing.science
consulting group, inc.

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Source: Case Studies of Reducing Bots Fraud by Augustine Fou

Good publishers protect advertisers

“Filter data center traffic and not call the ads”



[linkedin.com/in/augustinefou](https://www.linkedin.com/in/augustinefou)

marketing.science
consulting group, inc.

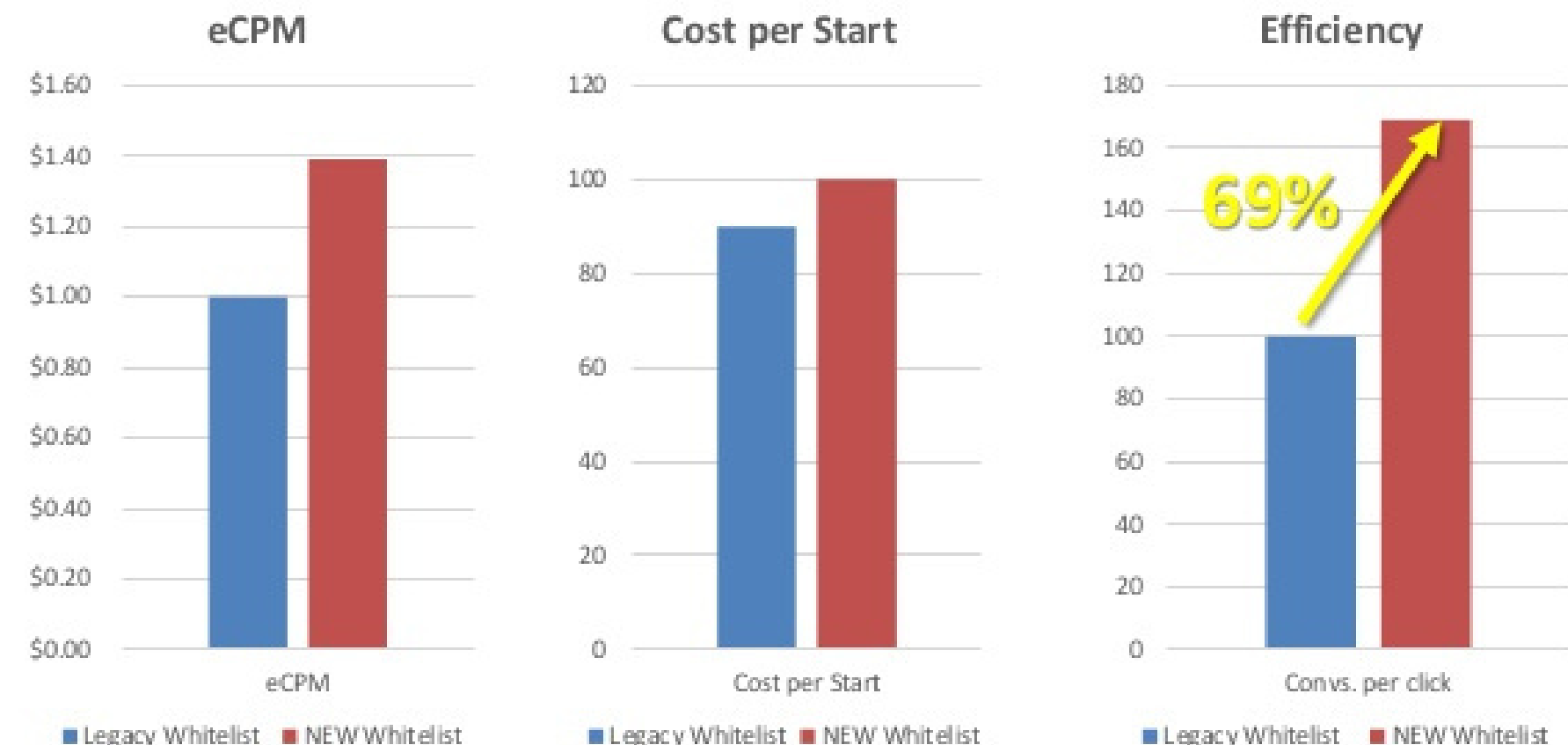
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Source: Case Studies of Reducing Bots Fraud by Augustine Fou

Marketer Outcomes Study

Marketer Outcomes Study

Higher eCPM AND higher marketing efficiency



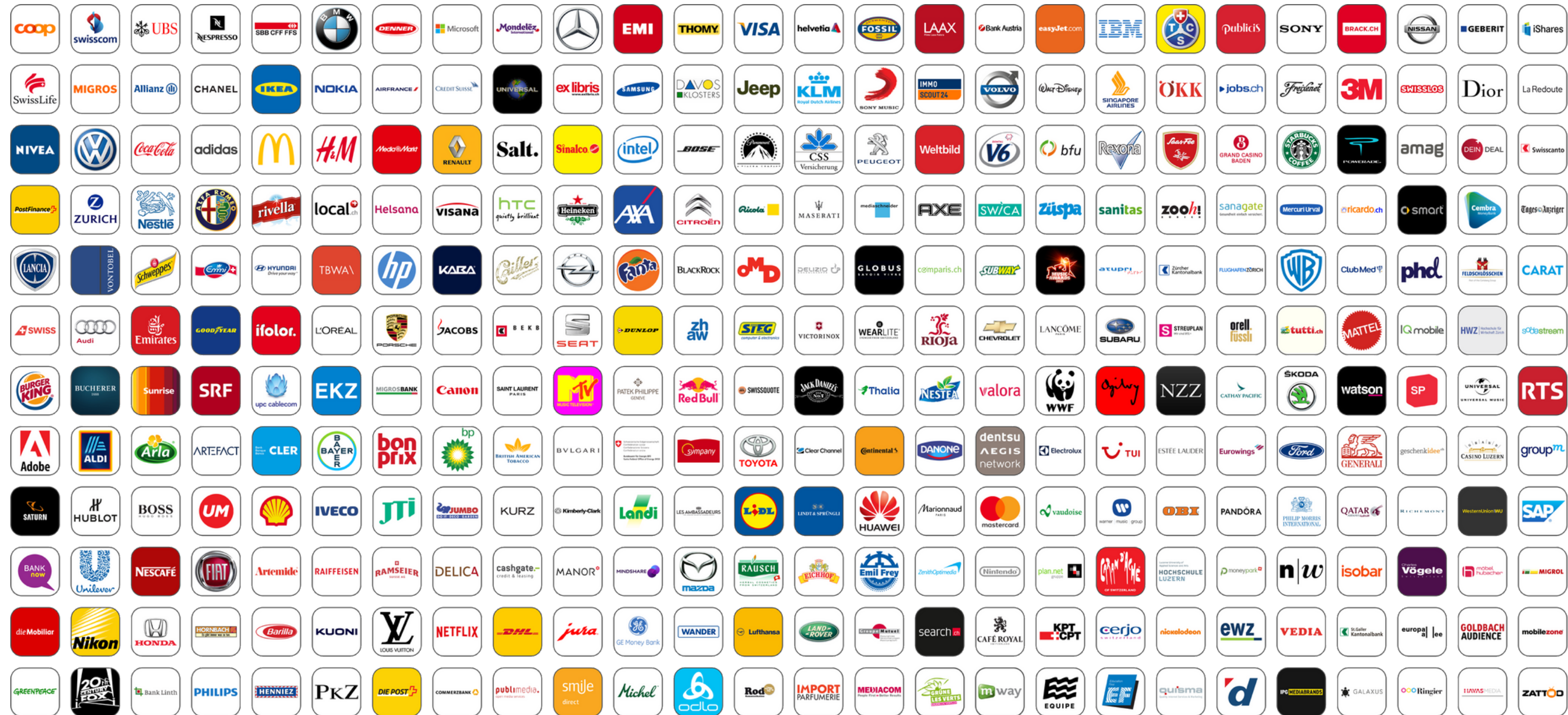
Comparing the outcomes between a legacy whitelist supplied by marketer and a NEW whitelist made up of hand-picked good publishers' sites, a 70% increase in marketing efficiency was achieved. Higher CPMs to publishers AND better outcomes for marketers.

Holistic approach to Brand Safety & Fraud Prevention

Adello's tech team applies a multi-step approach with various machine learning algorithms to ensure Brand Safety and fight fraud pre-bid and post-bid. As our platform unifies Adserver, Tracking Solution, DSP, DMP on one single platform, we have all data available at the full granularity and in real-time. That ensures to never have to work with aggregate data nor to have delays or communication errors in-between systems of different vendors.

We have built our own data-pipelines, which are normalized, validated, and confirmed by the actual campaigns we run. There again, we manage data across the value chain: From before the bid occurs to how a campaign is set up, to the adserver with integrated sensors and trackers, to the actual bid request, to the post-bid data – all sit on one single platform and all elements work hand in hand.

Some of Our Valuable Clients



Adello

Selected Media Partners



Adello

Selected Media Publisher



Questions left?

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