



Goal

Prior to Forensiq, Yeahmobi made a strategic decision to firmly claim the positioning of having the highest traffic quality in the minds of their customers. Though their in-house team could detect a modest amount of invalid traffic, they felt this was still inadequate, and wanted to find a partner that could help automate and develop their expertise in the fraud space.

Outcome

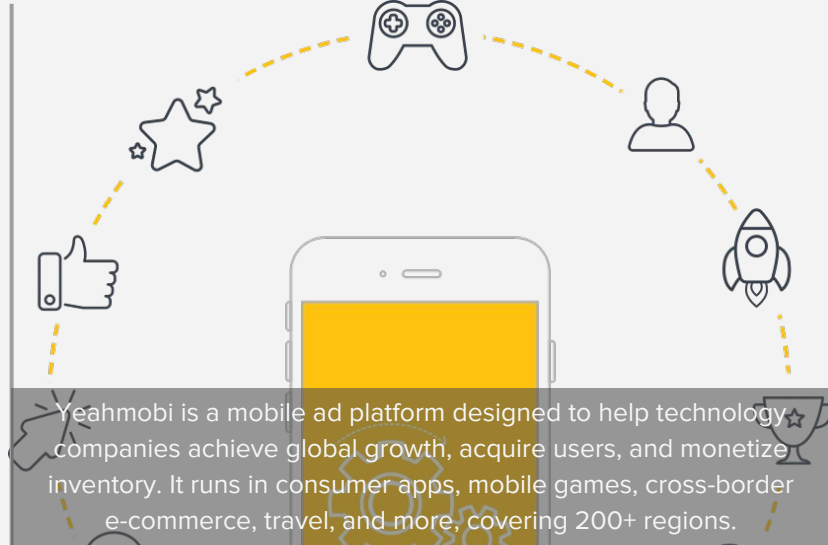
With the help of Forensiq, Yeahmobi made significant improvements to its traffic quality by blocking traffic sources in cases where Forensiq flagged a non-trivial amount of the click and install events as fraudulent. Yeahmobi's monitoring process also leveraged Forensiq's fraud reason codes to understand the nature of invalid traffic coming from its sources and to conduct informed discussions with their suppliers on how to improve source quality.

Yeahmobi prides itself on promoting the virtues of a clean supply chain. Armed with knowledge gained from working with the Forensiq team, they actively champion other companies to do more to fight fraud in mobile marketing in order to create a healthier mobile marketing environment.



"We do hope more and more companies increase their ability to fight fraudulent behavior in mobile marketing by adopting specialized tools like Forensiq to reach a shared industry goal. Together, we'll create a healthier mobile marketing environment."

- Andy Sun, VP of Operations and Co-Founder



"Fraudulent traffic wastes an enormous amount of ad spend. We believe anti-fraud efforts will boost the development of mobile marketing services. With Forensiq's help, Yeahmobi is doing its part to establish a clean and transparent mobile marketing environment."

- Daisy Wu, VP of International Business and Strategic Partnerships

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