

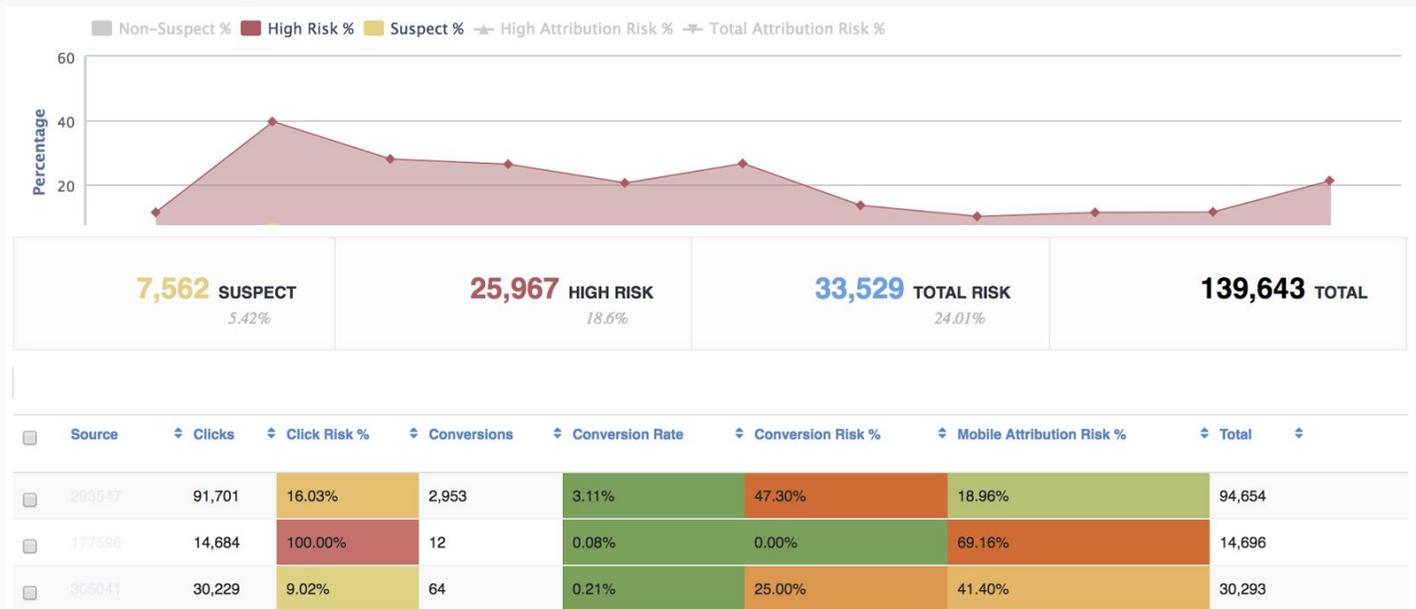
# FORENSIQ

For CPI Networks and Platforms

## Keep Your Reputation Clean

CPI networks and platforms have played an outsized role in growing the app install market to the \$6B industry it is today. However, with high payouts for installs on iOS and Android, bad actors are attracted to this potentially lucrative ecosystem. According to Mobile Marketer, app install fraud cost marketers \$300M in 2017.

It's time to stand up to fraud and its perpetrators. Forensiq offers a full suite of fraud detection products to address lower-funnel click, install, and attribution fraud in order to meet the needs of CPI networks and platforms.



Forensiq enables you to quickly scan different sources and trace their level of click, install (labelled conversion), and attribution risk over time and assess the present and historical cleanliness of each media source.

## Reduce Fake Installs

Install farms are growing more sophisticated. In the early days, they were manned by low-cost human installers, but bad actors have scaled them through automated bot controllers.

Forensiq leverages a range of techniques to evaluate your partners and flag risky sources that represent install farms and bots, so you can maintain the highest quality traffic possible.

## Identify Attribution Fraud

Bad actors have mastered ways to claim credit for installs that they had nothing to do with by gaming advertisers' last click models. They defraud your legitimate partners and cause financial damage.

Forensiq monitors your traffic for a wide range of simple and sophisticated click fraud techniques, ensuring that malicious partners seeking to claim false credit for installs are flagged, and your real partners are justly rewarded.

## Become More Mobile-Savvy

The world of mobile fraud can be daunting and complicated, but Forensiq is here to help.

Clients often consult our expert customer success managers for training and QA, or work with our team of data scientists for deeper analysis.

We're in this together, so go ahead! Tap into our superior technical support to get your traffic as clean as possible.

## Real-Time Filtering API

Forensiq remains vigilant in identifying repeat offenders that generate fake clicks or installs to commit CPI fraud. We leverage machine learning to maintain the highest quality list of suspicious users & apps, which you can access through our real-time filtering APIs in order to keep bad actors out of your inventory.

## Mobile Fraud Intelligence

Our clients recognize that knowledge is power. That's why they tap into Forensiq's global fraud intelligence database to continually monitor and uncover high-risk activity by inventory sellers and users.

## Conversion Path Analysis

Bad actors that inject or force illegitimate clicks into advertisers' attribution models often exhibit unusual conversion paths, such as click-to-install times that are either too short or too long. Forensiq examines over two dozen mobile-specific signals to assess the mobile attribution risks associated with your media sources.

## Distribution Analysis

Clicks often exhibit a predictable distribution pattern when you look at reputable sources. Malicious sources perpetrating fraud often deliver unusual click distributions. Forensiq considers click-to-install distribution along with many other factors, such as velocity and device reputation, in assessing the riskiness of the different sources in your CPI network.

## Forensiq Protects you from Many Mobile Performance Fraud Techniques



### Click Spoofing

malicious publishers fire click tracking events even when the user hasn't clicked on the ad.



### Click Spamming

when a malicious app triggers an automatic click that may redirect users to the app store.



### Install Farms

hundreds of low-cost workers with jailbroken phones that install apps to capture CPI revenue.



### Click Injection

malicious apps monitor phones for new installs and send fake clicks beforehand to falsely claim credit.



### Malvertising

bad actors inject malicious code in ads to trigger clicks to app stores.



### Botnet Installers

millions of mobile devices remotely controlled to commit install fraud at large scale.

The CPI space remains a wild west, and it can be difficult distinguishing between safe vs. malicious sources. Forensiq has long been the leader in mobile and performance fraud detection, and can ensure that you keep your network clean and reputation spotless.

Contact [sales@forensiq.com](mailto:sales@forensiq.com) to see how Forensiq can optimize your install traffic