

FORENSIQ

For Ad Networks and SSPs

Elevate your Inventory Quality

Let's face it, fraudsters are getting smarter everyday. They employ increasingly sophisticated techniques in growing channels like mobile web and in-app, while continuing to target desktop. So maintaining your high quality inventory requires vigilance. You need to identify and weed out these malicious actors to maintain your reputation, keep your clients safe and justify your CPMs.

Forensiq's machine learning algorithms keep you steps ahead of these bad actors, so you can grow your revenue with confidence. Our technology offers clear insights into the traffic quality of your partners and lets you flag the latest types of fraud, so you can optimize your inventory for a truly human audience.

Key Features



Global Fraud Intelligence Database



IAB Viewability Compliance



Proxy Unmasking



Hidden Ad Detection



Device Manipulation Recognition



Cookie Stuffing Detection



Automated Traffic Detection



True URL

Get the WHY Behind your Fraud Scores

Fraud scores help you to flag suspicious inventory providers. But they aren't entirely helpful on their own, as they don't offer needed context surrounding **the nature of the fraud**. Forensiq provides you with the reason behind each score, so you can have a more informed negotiation with your suppliers.

Stay Ahead of Chargebacks & Make Goods

Chargebacks hurt your bottom line and lead to uncomfortable negotiations. Forensiq provides automated pre-bid fraud filtering so you can maintain high quality inventory. And we provide real-time reporting, so you can spot problematic sources and take fast action to limit your financial exposure.



Forensiq is TAG-certified to ensure you maintain the highest quality traffic possible. Our technology detects the widest range of fraud methods for display and video across desktop, mobile web, and in-app.

Sophisticated Machine Learning Algorithms

Fraudsters use complex tactics to generate dubious supply and steal advertising dollars. Forensiq's algorithms analyze billions of impressions daily across a vast global footprint to identify traffic from botnets, domain spoofers, ad injectors, device hijackers, and more to ensure you always stay steps ahead.

True URL Technology

Fraudsters have mastered the art of spoofing domains to trick you into thinking they are sourcing supply from premium domains. But look closer - you may be surprised to learn where your inventory actually comes from. Forensiq's True URL offers real visibility into your traffic sources.

Fraud Reason Codes

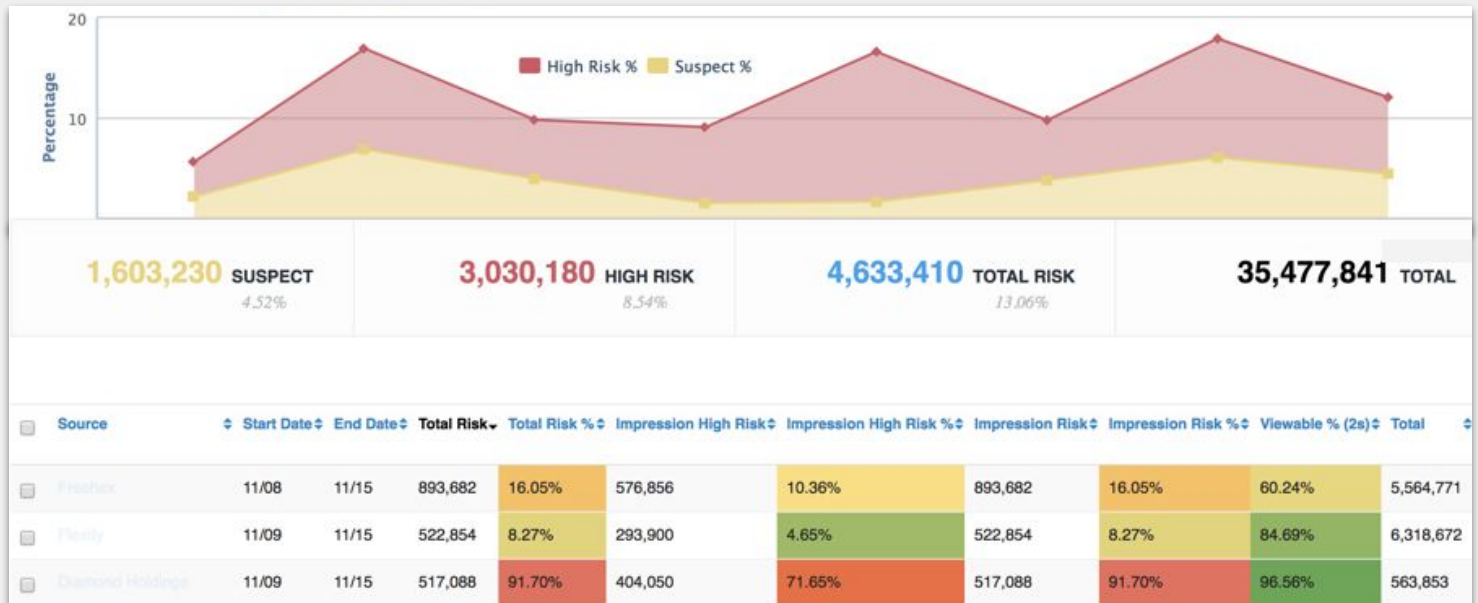
Forensiq provides greater transparency over your suppliers' inventory with comprehensive reason codes that help you to identify the exact nature of the fraud associated with each of your high risk inventory sources.

Hidden Risk Measurement

Malicious suppliers may send you low-quality inventory hidden in 1x1 ads. Forensiq lets you assess the viewability of your inventory to ensure they meet IAB standards. We also report on mouse rollovers, repeat views and more, so you can assess user engagement.

Fraudsters exploit the ad industry and steal millions from brands and suppliers alike. Leverage our dedicated data scientists and robust machine learning algorithms to protect your reputation, your inventory and your clients.

Contact sales@forensiq.com to learn more.



Trace your inventory sources' reliability over time visually. Track metrics such as "% of High Risk Impressions", overall "% Impression Risk", or "% Viewable" by inventory source to isolate good sources from problematic ones.