

The Marketer's Guide to Fighting Marketing & Mobile Fraud

MMA Webinar Series

June 25, 2020

In Partnership with:





MMA IS 800+ MEMBERS STRONG GLOBALLY

MARKETERS, AGENCIES, MEDIA SELLERS, TECHNOLOGY & OPERATORS



MMA PURPOSE

WHO

The People We Serve

Prime Audience: *Chief Marketers*

By helping Marketers do Mobile better, everyone wins. MMA membership represents Marketers, Agency, Media and Technology Enablers from across the globe.

WHY

Our Reason for Being

Mission: To accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

WHAT

Our Strategic Priorities



Cultivating Inspiration

Aimed at the Chief Marketer; guiding best practices and driving innovation



Building Capability for Success

Fostering know-how and confidence within the Chief Marketer's organization



Demonstrating Measurement and Impact

Proving the effectiveness and impact of mobile through research providing tangible ROI measurement and other data



Advocacy

Working with partners and our members to protect the mobile marketing industry



MMA Membership Benefits

**“MMA
PROGRAMS
EMPOWER
YOUR CAREER**

...



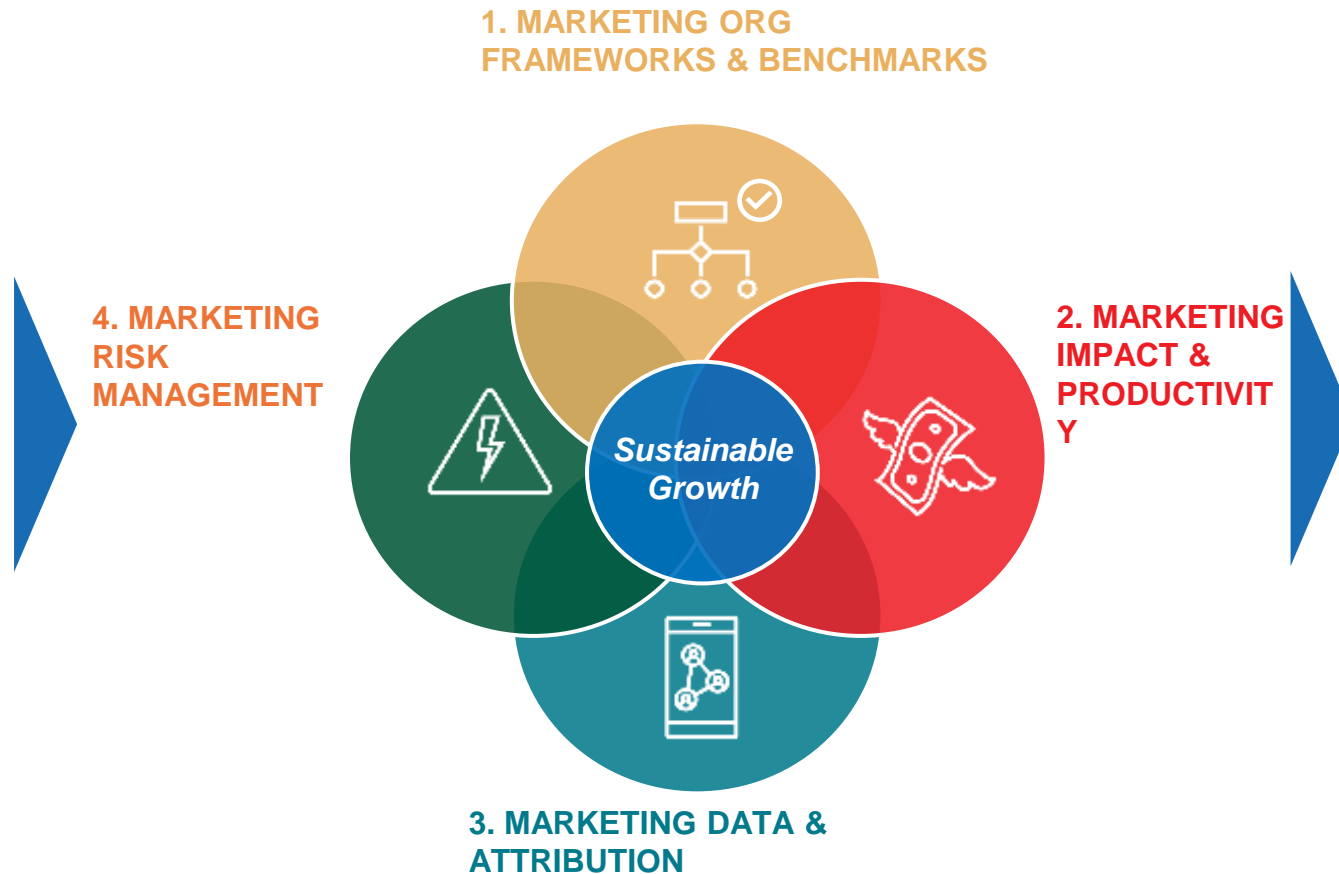
**... AND
MEMBERSHIP
HAS ITS
PRIVILEGES!”**

What makes MMA unique and powerful

Our Manifesto

At the MMA, we believe the **best way to thrive** —and the **only way to survive** — is to capture this **zeitgeist NOW** by aggressively adopting **proven, peer-driven** and **scientific best practices**, without compromise. In all that we do, we are **committed** to bringing the **right people together** to **challenge the status quo** and provide a **path forward**. We invest millions of dollars in rigorous **research** to arm marketers with unassailable **truths** and actionable **tools**.

Our Programs



Our Program Priorities





MMA COVID-19 Marketer Support Hub

#WeAreInItTogether



Select region: **Global** | [APAC](#) | [EMEA](#) | [LATAM](#) | [North America](#)

RECENT UPDATES

Best Of COVID-19 Ads
10 hours 40 min ago

COVID-19 Emails: Key Considerations And Tips
10 hours 54 min ago

What The Coronavirus (COVID-19) Means For Marketers
10 hours 59 min ago

How to Adapt Your Marketing During the Coronavirus (COVID-19)
11 hours 2 min ago



**TRACKING COVID-19 AND ITS
IMPACT AROUND THE
WORLD**

**HUMAN RESOURCES,
BUSINESS TOOLS AND TIPS**

**MARKETING AND
ADVERTISING TODAY! & IN
THE FUTURE**

BUILDING OUR MARKETING

CONSUMER TRENDS AND

LIGHT-HEARTED

<https://www.mmaglobal.com/marketersupporthub/weareinittogether>



MMA Education Program



MOBILE MARKETING

**CERTIFICATION
PROGRAM**

LEARN HOW TO DEVELOP A
MOBILE FIRST MARKETING STRATEGY

**SAVE THE DATE
JUNE 17&19 2020**

Stay tuned for more updates

For more info : apac@mmaglobal.com



MMA Ideathon 2.0

<https://incubateind.com/hack/ideathon2020>



Ideathon #ideathon

MMA brings to you an IDEATHON to discover real brand solutions by hiring as well as meeting the best & the youngest minds from Bangalore. [view more...](#)

 Online Challenge  1 - 4 Team Members  48 Hours  Free of cost

 [View full Schedule](#)  [Developers](#)

LAST DATE TO REGISTER

16th JUNE, 2020

REGISTRATION SOON

For more info : apac@mmaglobal.com



Fraud Assessment Tool



The screenshot shows the landing page for the MMA Attribution Fraud Assessment Tool. At the top is the MMA logo and a navigation bar with links: ABOUT, MEMBER CENTER, PROGRAMS, EVENTS, SPARTIES, EDUCATION, RESEARCH & INSIGHTS, HATT / HOSTT / SAVE, JOIN MMA, and a search icon. The main header features the MMA logo, the text 'ATTRIBUTION FRAUD ASSESSMENT TOOL', and 'POWERED BY KOCHAVA'. A call-to-action button says 'TAKE OUR FREE ASSESSMENT TO FIND OUT THIS NUMBER'. The main text asks 'What ___% of your mobile ad budget is being wasted due to attribution fraud? Know the facts.' Below this is a paragraph explaining the partnership with Kochava and the tool's purpose. Another paragraph describes the data used for the assessment. A large blue button says 'LAUNCH THE ASSESSMENT TOOL'. At the bottom, a clock icon indicates 'Time to complete: About 10 minutes'.

MMA | ATTRIBUTION FRAUD ASSESSMENT TOOL
POWERED BY KOCHAVA

TAKE OUR FREE ASSESSMENT TO FIND OUT THIS NUMBER

What ___% of your mobile ad budget is being wasted due to attribution fraud?
Know the facts.

The MMA has partnered with Kochava, a provider of secure, real-time data solutions for mobile and connected devices, that has helped the world's leading brands identify and take deliberate action to fight against attribution fraud. Kochava has built a comprehensive database of where attribution fraud exists across your partner ad networks. Moreover, Kochava is constantly monitoring and updating their database to reflect the current state of the number one issue in digital marketing: fraud.

With a limited amount of data consisting primarily of the configuration of paid install data for a company's applications across the ad networks where the application is promoted, the tool can identify the extent of attribution fraud that an application is exposed to.

LAUNCH THE ASSESSMENT TOOL

 **Time to complete:**
About 10 minutes

mmaglobal.com/attribution-fraud/





WEBINAR SERIES

- June 25 - Using Artificial Intelligence and Data to Transform Marketing
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- June 26 - InMartket: Marketing in the face of a Pandemic
- July 3 - **There Is No Playbook For This.....** Personalised Customer Experiences & Communications
- July 10 – **There Is No Playbook For This.....** Consumer Data Models in Privacy Driven World
- July 16 - Facebook BCG report
- July 17 - **There Is No Playbook For This** Understand Multi-channel Consumer Journey

<https://www.mmaglobal.com/webinars>



MMA PROGRAMS & INITIATIVES



Our programs and working groups consist of executives who discuss key issues for a specific industry segment, technology or business issue. The programs and working groups meet on an ongoing basis to develop and execute industry initiatives that reflect the needs of their initiative area and membership.



Currency
Measurement



Internet of
Things



Location



Mobile
Games



Mobile
Messaging



Mobile Native
Advertising



Mobile
Programmatic



Mobile Shopper
Marketing



Mobile
Video



Privacy

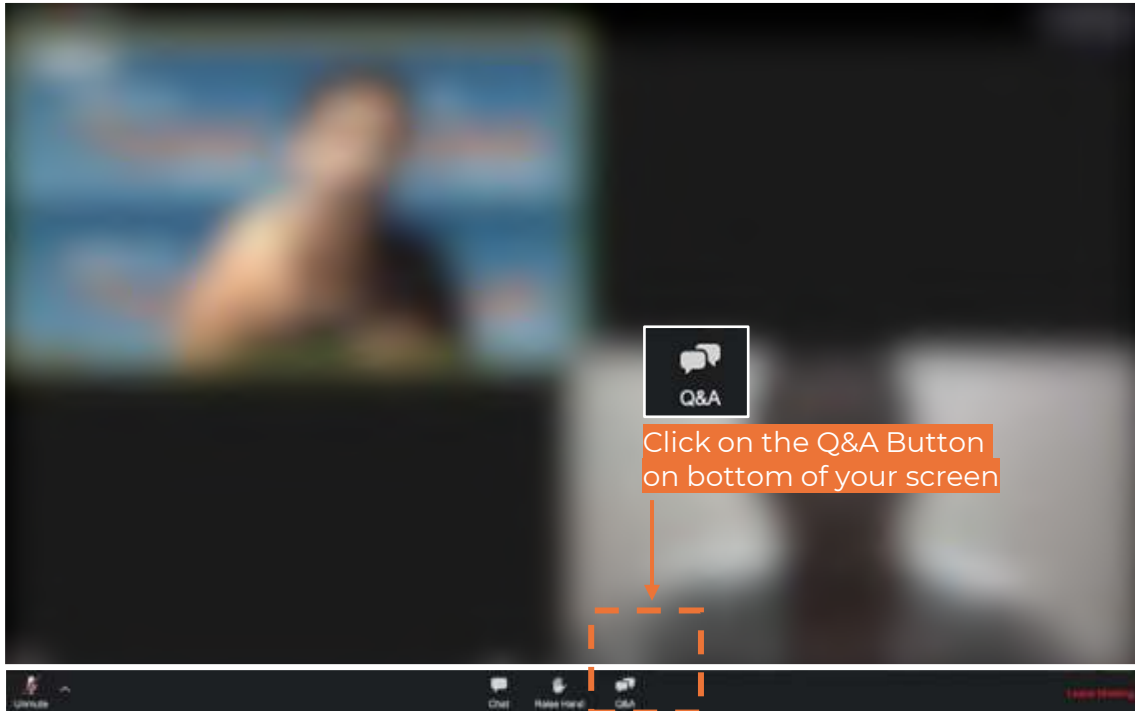


Enroll by emailing committees@mmaglobal.com

MANAGING YOUR QUESTIONS

Share the Insights

#MMAWeb



PRESENTERS



Jahid Ahmed
Head - Digital & Content
Marketing
HDFC Bank



Dimitris Theodorakis
Head of Detection
White Ops



Joe Nguyen
APAC Advisor
Trustworthy
Accountability Group

MODERATOR/HOST



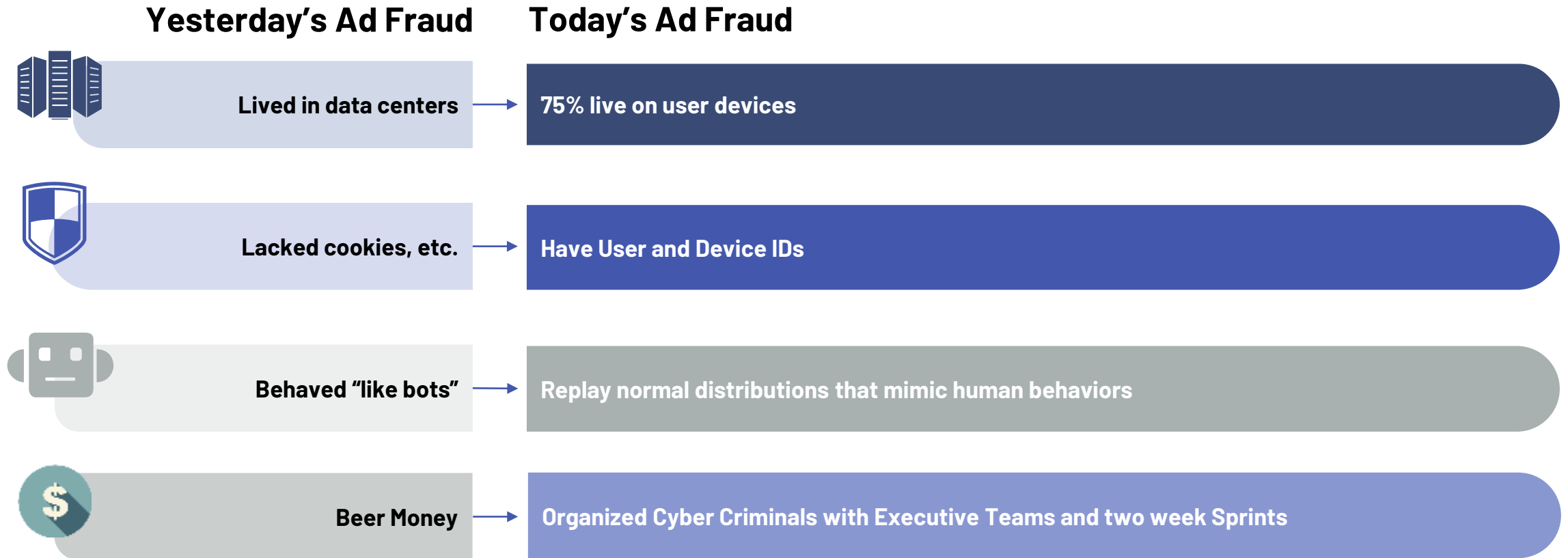
Sanchit Sanga
Digital Business
Consultant & Strategic
Advisor, Quorev



Rohit Dadwal
Managing Director
Mobile Marketing
Association APAC

**To protect the Internet by
verifying the humanity of every
online interaction and disrupt the
economics of cyber crime.**

Ad Fraud: The Challenge



Sophisticated Bots Are Creating Billions Of Dollars In Losses For the Ad Industry

TAG Taxonomy for Invalid Traffic (IVT) (part 1)

GIVT - General Invalid Traffic	
CATEGORY	EXAMPLE(S)
Data Center	TAG DC IP list
Known Crawler	IAB spiders & bots blacklist
Irregular Pattern	Throttlers, Duplicate or expired clicks

TAG TAG Taxonomy for Invalid Traffic (IVT) (part 2)

SIVT - Sophisticated Invalid Traffic	
CATEGORY	EXAMPLE(S)
Automated Browsing	Botnets
False Representation	Spoofed measurements, Domain spoofing, Emulators masquerading
Misleading User Interface	Stacked ads, Ad hiding, Clickjacking
Manipulated Behavior	Stolen attribution, Click flooding, Accidental traffic, Pop-unders, Forced new window
Incentivized Behavior	Click farms, Pay to click, Rewarded videos (not declared), Sabotage
Undisclosed Classification	Machine learning models, Sensitive invalid traffic





3ve: A Massive Ad Fraud Operation

**1.8
million**

Computers infected at a given time

3B+

Ad requests per day

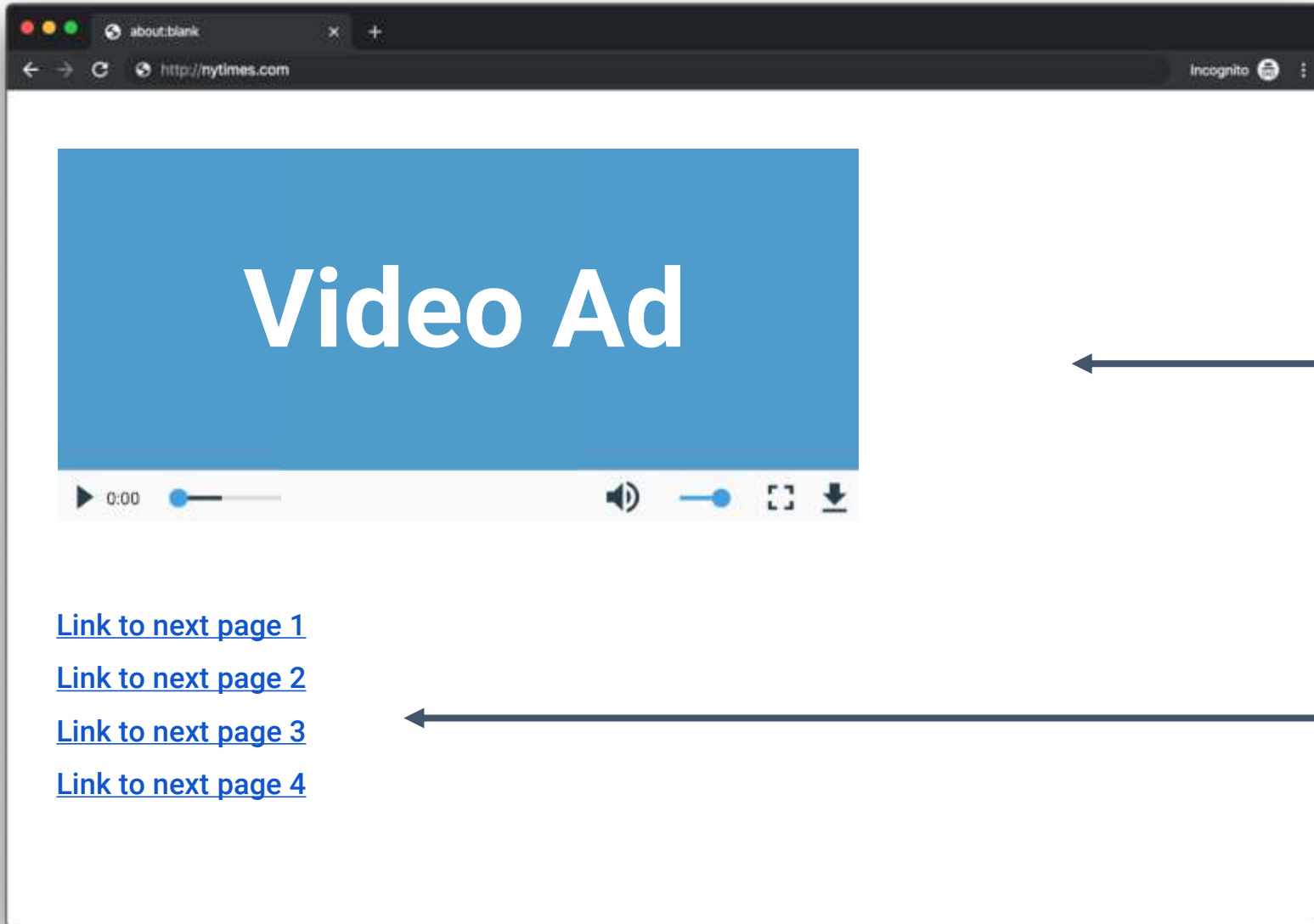
10,000+

Spoofed domains

60,000+

Accounts selling ad inventory

3ve: Spoofing Premium Websites

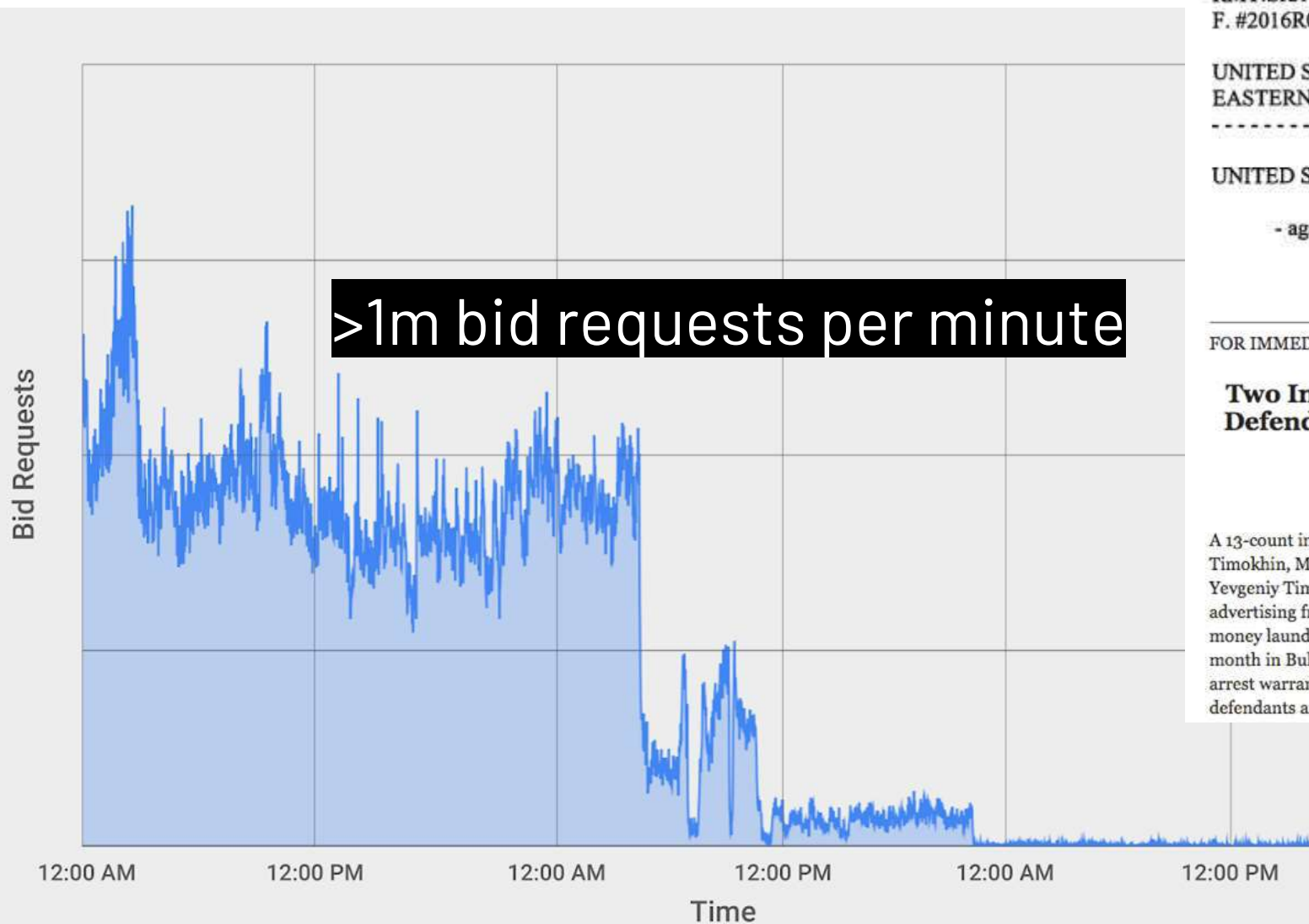


← Counterfeit website

← Pages to visit next



3ve: Successful Takedown



KORMAN, J.

IN CLERK'S OFFICE
U.S. DISTRICT COURT E.D.N.Y.

★ NOV 27 2018 ★

RMT:SK/AFM/MTK
F. #2016R02228

GOLD, M.J.

BROOKLYN OFFICE

UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF NEW YORK
-----X

UNITED STATES OF AMERICA

- against -

INDICTMENT

CR 18 - 633

Cr. No. (T. 18, U.S.C., §§ 371, 981(a)(1)(C),

Eastern District of New York

FOR IMMEDIATE RELEASE

Tuesday, November 27, 2018

Two International Cybercriminal Rings Dismantled and Eight Defendants Indicted for Causing Tens of Millions of Dollars in Losses in Digital Advertising Fraud

Global Botnets Shut Down Following Arrests

A 13-count indictment was unsealed today in federal court in Brooklyn charging Aleksandr Zhukov, Boris Timokhin, Mikhail Andreev, Denis Avdeev, Dmitry Novikov, Sergey Ovsyannikov, Aleksandr Isaev and Yevgeniy Timchenko with criminal violations for their involvement in perpetrating widespread digital advertising fraud. The charges include wire fraud, computer intrusion, aggravated identity theft and money laundering. Ovsyannikov was arrested last month in Malaysia; Zhukov was arrested earlier this month in Bulgaria; and Timchenko was arrested earlier this month in Estonia, all pursuant to provisional arrest warrants issued at the request of the United States. They await extradition. The remaining defendants are at large.

Alert (TA18-331A)

3ve – Major Online Ad Fraud Operation

Original release date: November 27, 2018



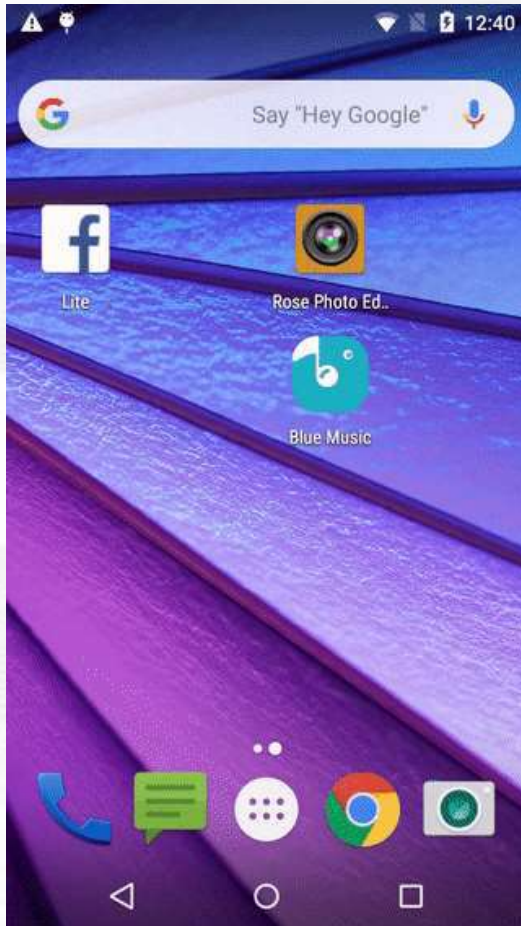


The Case for Collective Protection: 3ve: The Industry's Largest Ad Fraud Botnet Takedown



BeautyFraud: Out of context ads

Campaign involves **38 applications**, the majority are Selfie and Beauty Camera apps. All apps were found on the Play Store and collectively had **millions of downloads**.



Do you know how many of our digital marketing interactions are **human vs. sophisticated bot?**

Many of our clients thought they the answer to this question. They believed their display, social, search, and mobile campaigns were all reaching and delivering human traffic to their websites. The truth our study uncovered on their sites shocked them.

WHITE OPS STUDY RESULTS (90-DAY STUDY)

544M

Page Views Analyzed

15M

SIVT Form
Page Views

40.08%

SIVT Form Page Views High

38%

Retargeted SIVT

\$30M

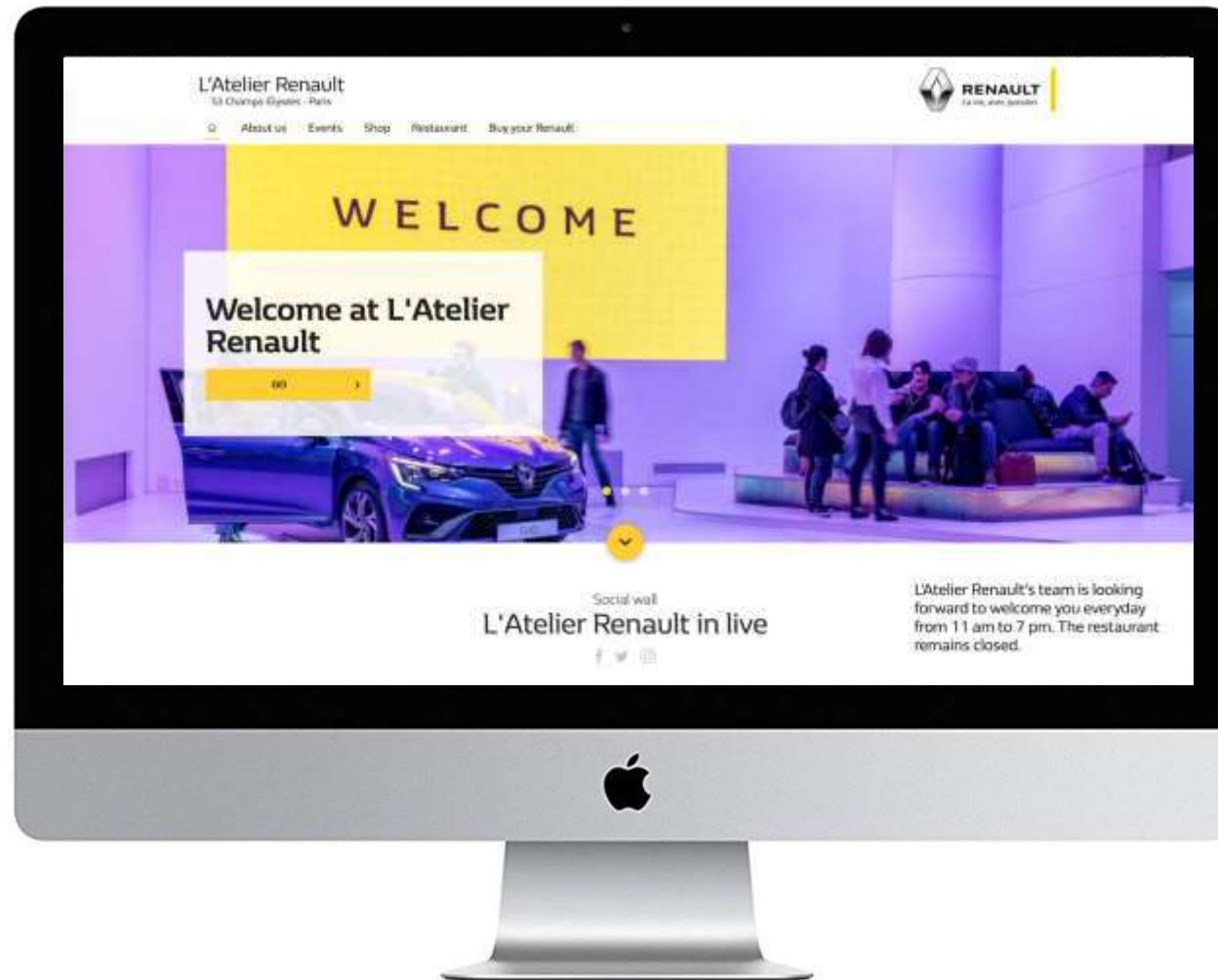
Wasted Marketing
Spend From SIVT

SIVT = Sophisticated Invalid Traffic

Bots Can Disrupt Your Entire Marketing Strategy

Tactics

- Lead Generation
- Display Advertising
- Organic Traffic
- Native Advertising
- Social Media
- SEO/SEM/Keyword Search



Tech Stack

- Marketing Automation
- Data Management
- CRM





TAG Ad Fraud Snapshot – Asia Pacific



614
GROUP

TAG FRAUD SNAPSHOT: ASIA-PACIFIC

April 2020
Joe Nguyen, APAC Advisor
Trustworthy Accountability Group



TAG'S MISSION

A global advertising industry program to fight criminal activity in the digital supply chain; TAG is organized around four core areas:

- Eliminating **fraud**ulent digital advertising traffic
- Combating **malware**
- Fighting ad-supported **piracy** to promote brand integrity
- Promoting brand safety through greater **transparency**



A SIMPLE INDICATOR OF TRUST



TAG Leadership





WHAT IS A TAG CERTIFIED CHANNEL?





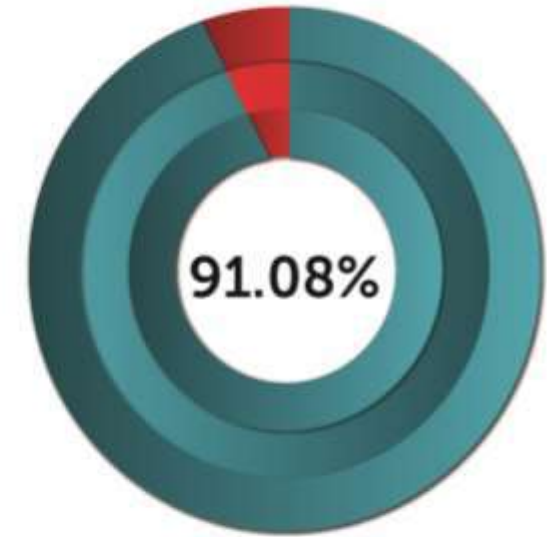
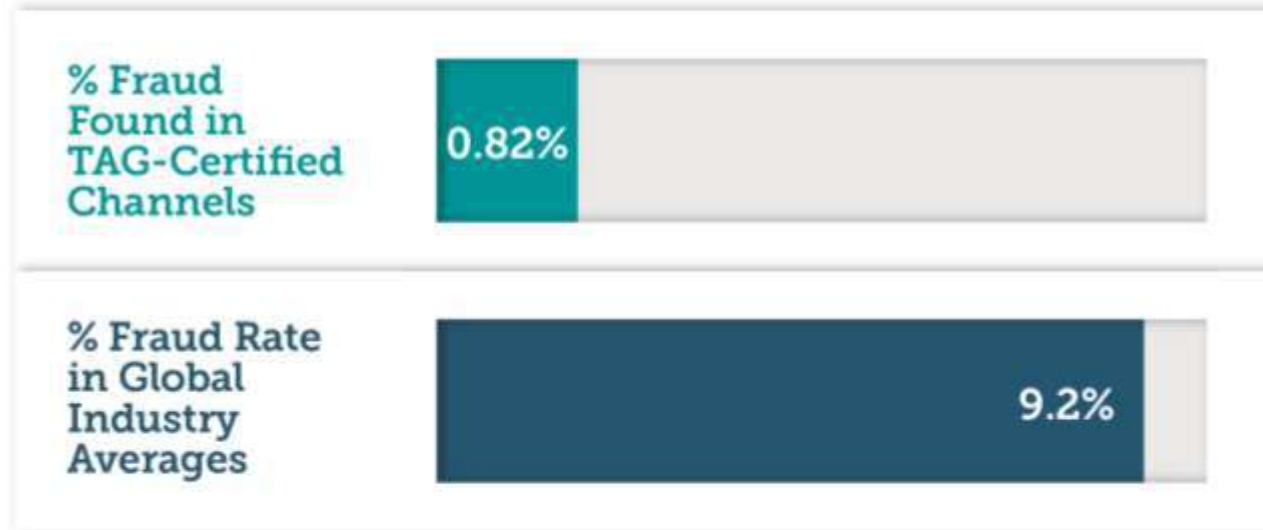
Report Parameters

Inventory Type	Desktop, Mobile Web, Mobile In-App Display, Video
Types of Fraud Examined	GIVT SIVT
Volume of Impressions Examined	3.2 billion
Study Duration	Q4 2019
Markets Examined	India, Japan, New Zealand, Australia, and Southeast Asia
Data Contributors	Publicis, Omnicom Media Group
Interviewees for Qualitative Analysis	<p>Jonathan Mackenzie Managing Director Publicis Media Precision APAC Publicis</p> <p>Peter Angelis Director of Digital Operations APAC Omnicom Media Group</p> <p>Jenni Chase VP Sales, Solutions & Operations Mediacorp</p> <p>Pierre-Yves Riou Assistant Vice President, Yield Management & Marketing Mediacorp</p>



Quantitative: Findings Overview

Media Type: All Media



TAG Improvement
Over Global Average



CREATING TRUSTED CHANNELS ACROSS THE GLOBE



	USA	EUROPE
2017	1.48%	N/A
2018	1.68%	0.53%
2019	1.41%	0.53%

Source: The 614 Group – US Studies 2017, 2018 and 2019; The 614 Group – European Study 2018 and 2019



Expanded Quantitative Results

	TAG Certified Impression Total	Fraud Rate in TAG Certified Channels ³
All Traffic	3,172,754,200	0.82%
Desktop Combined	295,960,519	5.33%
Mobile Web	973,181,250	0.42%
Mobile In App	1,903,612,431	0.32%



QUALITATIVE TAKEAWAYS FOR APAC



There is an urgent need for a widely accepted and independent benchmark



There is a need for industry education around effective anti-IVT measures



The market needs an easy way to identify diligent anti-IVT partners



TAG Ad Fraud Snapshot – Asia Pacific



614
GROUP

TAG FRAUD SNAPSHOT: ASIA-PACIFIC

April 2020
Joe Nguyen, APAC Advisor
Trustworthy Accountability Group



PARTICIPATE WITH MMA



MMA
Smartbrief



Smart
Fundamental
s



Case Study
Hub



Mobile Marketing
Playbook



Guidance
Reports



MMA Linked-In
Group



MMA on Social
Media



Webinar
Library



FAQ



Benchmarks &
Standards

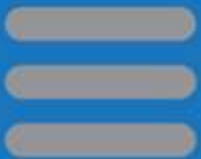


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Thank You!