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Fraud Prevention Solutions

Stage 1 Impression Scanning

App ID	Gross Ad Counts	SIVT Ad Counts ▼	SIVT Ad Counts %
magazine.lensvid.com	20,265	20,257	99.96%

Impression
Position

Pre Bid Impression Scanning

- Block Data Centers
- Unlisted Apps
- Block Known Invalid Traffic
- Only Bid on Clean Inventory

Post Bid Impression Scanning

- Real Time Black Listing
- Removal of Malware and Phishing
- Real Time Feed to Prebid Scanner
- Viewability Score

Brand Safety

- Transparency
- Optimized Media Performance

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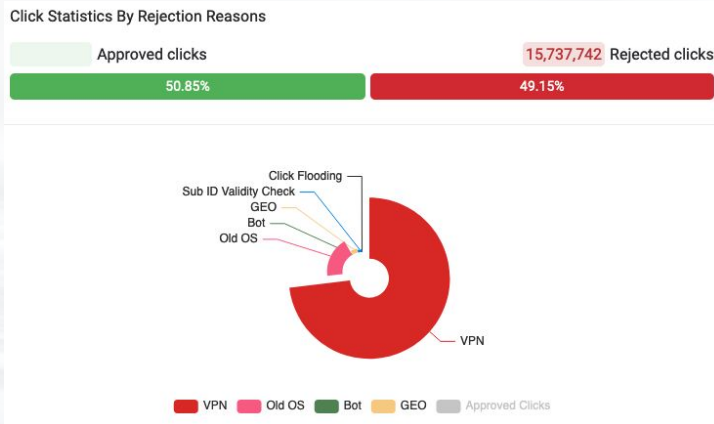
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Stage 2 Click

Click Blocking

- Meta Refresh Upon Click Using Custom Domains
- Fraudulent Clicks rerouted to an outside domain
- Blocks Residential & Commercial ISP's
- Blocks Bots & Unwanted Geo's
- Blocks Old OS at the device and browser level
- Prevents Click Flooding
- Compliance with P360, M Filter, Adjust Insights & other MMP fraud tools
- Limit Subs, control click volume at a 5 minute interval
- Limit Duplicate IPs, User Agents and Device ID



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2 metrics



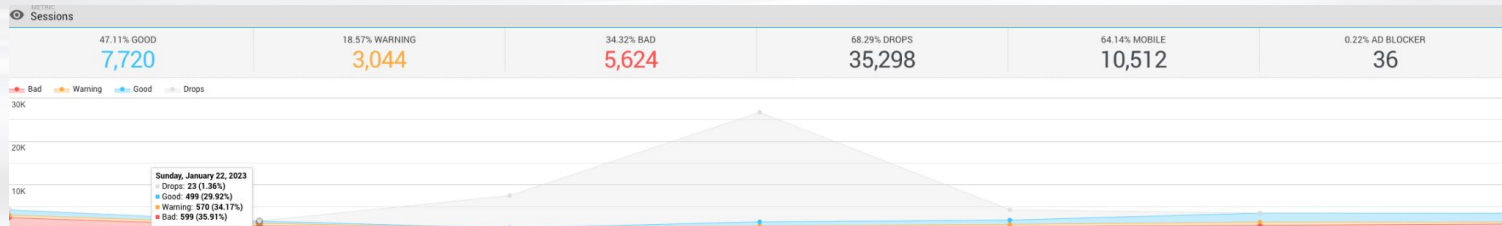
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Stage 3
Post Click

Proprietary Delayed JS Redirect Validated By the Anura Script

- 1500ms delay validates intent
- Anura JS script runs during the delay
- Intentional Human Traffic Sent to Advertiser
- Everything Else is Routed to an External Domain
- Publishers and Subs are blocked and repeat blocks result in suspension



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The Flow

1. https://www.leadiidtracking.com/B37MNP/GJKWKF6/?source_id=200&sub1={transaction_id}&sub2=24&sub3=id1367232195&sub4=TripleSweetPuzzleMatchThree&sub5=XXXX-XXXX-XXXX-XXXX

2. https://www.trafficmob.net/B37MNP/GJKWKF6?source_id=200&sub1=%7Btransaction_id%7D&sub2=24&sub3=id1367232195&sub4=TripleSweetPuzzleMatchThree&sub5=XXXX-XXXX-XXXX-XXXX

3. https://in.fun-arcade.net/offer/everflow/214309?lid_url=https%3A%2F%2Fziprecruiter.fdc73.net%2F%2F1204024%2F1559006%2F10589%3Fsubid%2F3D3b53dd31f36f4984a857d3c9bf11f9e0%26sharedid%3D200%26subid%3D3DTripleSweetPuzzleMatchThree%26subid%3DXXXX-XXXX-XXXX-XXXX&lid_check=off&lid_skip=off

4. <https://ziprecruiter.fdc73.net/c/1204024/1559006/10589?subid2=3b53dd31f36f4984a857d3c9bf11f9e0&sharedid=200&subid3=TripleSweetPuzzleMatchThree&subid4=XXXX-XXXX-XXXX-XXXX>

5. https://ziprecruiter.com/Search-Jobs-Near-Me?utm_source=impact-acq&irclickid=zAqSCXR59xyNTKjVPB3uu2gXUkA1M%3Aw90zl3Ql0&partner=Lead%20ID.&sharedid=200&tsid=180000423&irgwc=1

6. https://www.ziprecruiter.com/Search-Jobs-Near-Me?utm_source=impact-acq&irclickid=zAqSCXR59xyNTKjVPB3uu2gXUkA1M%3Aw90zl3Ql0&partner=Lead%20ID.&sharedid=200&tsid=180000423&irgwc=1

Screenshot



Custom Tracking URL –
Clickshield 24 Metrics Check Pass



Meta Refresh to Offer Tracking URL



Internal URL w Anura JS Script
Validation



Redirect to Advertiser

