



# Fraudit

Freedom From AD Fraud

## How It Works

We find the fraud for you, and file the refund for you. **Free.** It's your money, we help get it back.

[Learn More](#)

### Step 1: Something Is Suspicious

Most of our customers notice there is a problem right off the bat. They just can't put their finger on it. Here are some common indicators we've seen from platforms that have a larger problem than they're letting on:

- High bounce rates, and extremely low time on site. For some of our customers, we've seen bounce rates > 80% and average time on site of just 1 second.
- Extremely low conversion rates. Especially on highly targeted campaigns from companies that claim they are hitting your target audience.
- Low engagement on the landing page. Sure, you may be driving thousands of clicks, but it doesn't seem to actually be doing anything.
- Suspicious geofencing. Customers that have set geofences on their campaign for one area, but the traffic coming through Google Analytics is another location entirely.
- Suspicious user traffic. When our customers add custom dimensions like screen resolution or network domain, they see large amounts of data center traffic and non-standard resolutions.

### Step 2: Auditing The Traffic

Once you've engaged with Fraudit, we take over the rest of the work, our data science team will ingest all your impression and click level data into our data warehouse and begin the audit. Here are some important steps in that process:

1. We have your DSP (TradeDesk, MediaMath, Centro, etc.) provide us with raw impression logs of the ads you are serving. If you have a 3rd party fraud tool like MOAT, WhiteOPs or IAS, we are happy to include those in our analysis as well if they can provide logs. If you are an ad-tech platform or already are ingesting or storing this data, Fraudit can even audit your entire history of ad impressions to get you the largest refund (dependent on DSP policy.)
2. If you don't have historical data, Fraudit will begin importing your data into our platform. Fraudit will begin to audit your traffic for Fraud, and provide the reports monthly to your DSP.
3. When Fraud is detected, Fraudit will interface directly on your behalf (if you wish) with your primary contact, or the marketplace quality team at your DSP to provide them with impression-level details for every ounce of fraud detected. This data is way beyond what a typical fraud tool will provide and makes it much easier for them to process refunds through their supply vendor. This data will be sourced from our proprietary data, logs from your own fraud monitoring tools (should you provide them), and our own data sharing partnerships with some of the largest tools in ad fraud today.



### Step 3: The Refund

Once your DSP accepts the refund, they will typically either offer the rebate as cashback, or a media credit towards future ad spend, putting money back in your marketing budget! As you continue to spend money with your DSP, Fraudit will continue to audit and process refunds on your behalf. We also offer Site White / Blacklist services to help improve your inventory for the future, as well as ad operations consulting for an additional fee.

[Want To Learn More? Request A Demo Today!](#)