



ALTBalaji Boosts Bottom Line with 25% Better Optimised Ad Spend

Summary

- Total Fraudulent Transactions : 26%
- Total no. of Fraud Categories : 5
- Total no. of Publishers/Sub Publishers : 100+
- Total Savings: 25% of marketing spend in 3 months of deployment

The Brief

ALTBalaji, a global SVoD platform from India, is in the growth phase of their operations and was aggressively scaling user acquisition through publishers, networks and affiliates. They were looking for a neutral 3rd party Ad Fraud prevention solution which would easily integrate with their existing attribution platform, provide reliable results and send standardised reports to publishers/networks/affiliates.

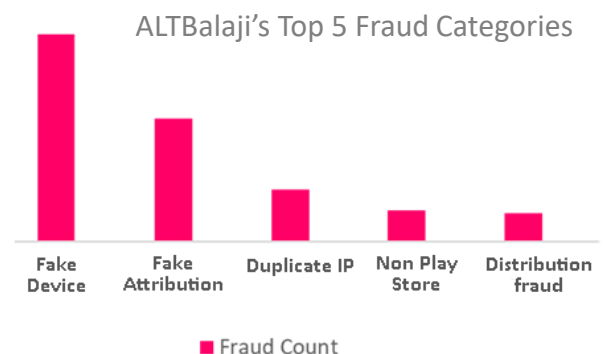
Our Approach

Mfilterit worked with ALTBalaji closely and guided them through various fraud detection methodologies. Both teams settled on a process for information sharing and communicating reports to ad networks/publishers/affiliates for achieving transparency.

Mfilterit employed advanced machine learning algorithms to identify fraud in real time. Automated Dashboards of Mfilterit were used extensively by ALTBalaji's team to do an exhaustive analysis on the identified fraud categories. Subsequently, triparty calls were setup with all publishers/affiliates/networks to explain fraud detection scenarios and ensure commission deductions on accounts of the same.

The Findings

Mfilterit and ALTBalaji's 3 month analysis of the data revealed that of the total installs from publishers/ affiliates/networks, 26% were fraudulent. Five kinds of frauds were found to be prevalent - fake device, fake attribution, duplicate IP, non play store installs, and distribution fraud.



1. Fake Device

This kind of fraud occurs when an app install is registered to a device that does not exist. Mfilterit's advance algorithms identify and track simulated and emulated devices, that fire fake installs.

2. Fake Attribution

This fraud occurs when an app on a customer's phone, injects fake clicks to capture installs for ALTBalaji's app, which are coming from organic/inorganic sources.

3. Duplicate IP

Mfilterit's solutions detect clicks originating from the same IP address

and the same device repeatedly. This indicates spamming or bot activity.

4. Non Play Store

When an install takes place through an APK rather than from the Play Store, it is included as a fraudulent install. APK downloads refer to those that are done through unofficial app download sources.

5. Distribution Fraud

For this category, Mfilterit detects fraudulent installs by identifying make/model distribution of campaigns emanating from the same publisher or sub-publisher.

“ India ranks amongst top 5 in digital ad fraud and IVT traffic. For online video ads fraud India is ranked 1st. Every marketer's challenge in new world order (digital) is “identity” and “attribution”. Mfilterit has proved to be an indispensable tool for our user growth programs as it identified fraud while working with publishers, networks and affiliates. Mfilterit's tools and services helped us increase our ROI while negotiating with all stakeholders in user acquisition ecosystem. We definitely recommend Mfilterit as an integral part of today's marketer's tool kit.

- Manav Sethi, CMO, ALTBalaji ”

The Results

Mfilterit worked with ALTBalaji digital marketing team to provide comprehensive fraud detection across 5 different category of frauds across its various affiliate/publisher/network partners. By effortlessly integrating with ALTBalaji's attribution platform, Mfilterit simplified the company's fraud detection mechanism. Consistently reliable results through real-time dashboards and automated emails helped ALTBalaji reduce fraud by 26% from over 100+ sources.

Moreover, ALTBalaji was able to better optimise 25% of its user acquisition budget towards well performing publishers/networks/affiliates in 3 months, which helped in positive ROI for all its digital media spending. "ALTBalaji is amongst the very few advertisers in the country that has focused on the ad fraud issue in such a great depth, from the inception of their marketing journey"- Amit Relan, Co-founder, Mfilterit.