

Eliminating lead fraud for a holiday portal

Problem statement

A leading time share based holiday service provider was looking to save on their media expense by identifying and eliminating the affiliate fraud traffic in their lead generation campaigns

How do frauds happen

Typically, in a CPL campaign, a fraudulent publisher would keep on generating fake leads, using a BOT, to increase their pay-out.

Our Approach

Mfilterit helped the customer by embedding it's JavaScript based solution specifically designed for web-based performance marketing to their website to highlight fraud traffic.

- We analyzed about 20k Leads received through various publishers and conducted analysis basis multiple fraud detection methods embedded in our solution

The Findings

Pattern of repeat hits of users was looked at that try to create duplicate leads and identified their behaviour.

- **Our analysis**

From the data analyzed it was found that about 22% leads were fraudulent.

- **Validation of analysis**

The leads were cross-verified by the customer care team and it was found that false positive rate was as high as 98%. All the leads flagged off as fraud by us were either leading them nowhere or customers denied filling any leads.

- **Identifying fraudulent sources**

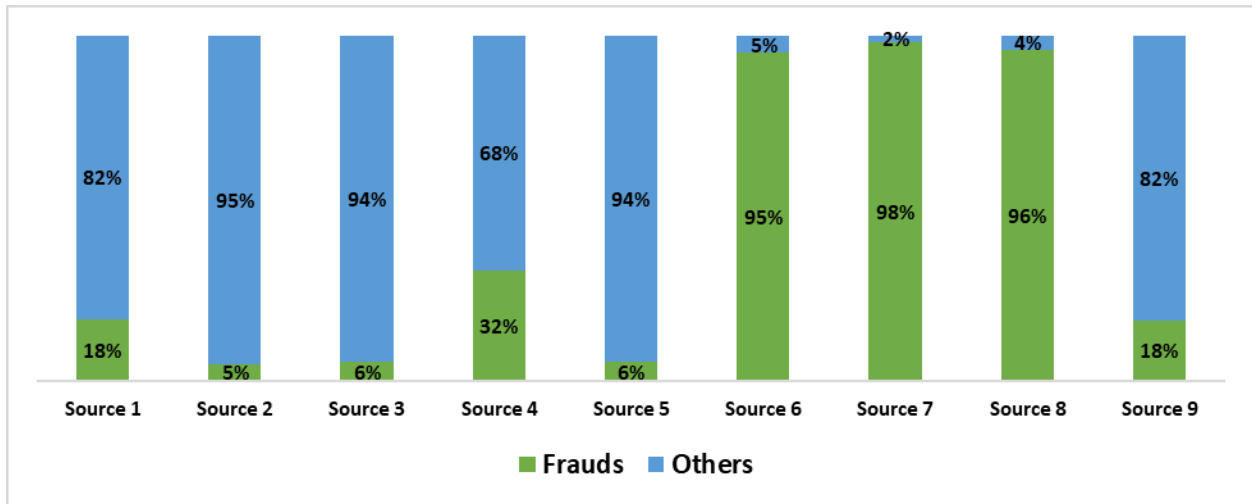
While analyzing the leads we also looked at various sources of the traffic and it was found that there were primarily 5 to 6 publishers/Ad networks which were contributing to majority of the fraud traffic.

Deep diving into the source wise data helped us pin point 3 such publishers which were generating more than 95% fraud leads and

client was suggested to terminate their traffic respectively.

There were some more publishers which were generating relatively high amount of fraud

leads. These publishers were recommended to check their sub-publishers and optimize their traffic.



The Impact

Acting upon our analysis and recommendations, client optimized their campaigns to reduce more than 20% of their cost, which was earlier getting drained towards the fraudulent leads.