

fraudlogix™ IP Block List

Pre-bid Ad Fraud Solution for Networks, SSPs, Exchanges, DSPs, Trade Desks, and Advertisers

Use Within Multiple Environments

- Mobile
- In-App
- Desktop
- Display
- Video

Block Multiple Types of Fraud

Block fraudulent/fake traffic and actions from bots, automated scripts, non-human traffic, and malware.

How it Works

- 1** The Fraudlogix javascript code is embedded on 300+ million URLs and apps, monitoring 640 million unique users and 1.2 billion devices monthly.
- 2** IPs that generate high volumes of fake ad traffic and actions (e.g., clicks) are identified and added to a list, which updates hourly.
- 3** You integrate the list directly into your environment as a blacklist, preventing bids or actions on fraudulent traffic.

Key Benefits

- Access to complete lists of IPs associated with known high-risk traffic.
- Full control over how much traffic is blocked based on three levels of risk (medium, high, and extreme).
- Reason codes for why every IP is included on the list (e.g., bot-generated).
- Use to block fraud in real-time, pre-bid.
- Use on an unlimited amount of traffic.
- No latency, no time outs.
- Improved vendor/client relationships.
- Strengthen existing fraud blocking efforts.
- Flat, monthly fee

Frequently Asked Questions

What makes the Fraudlogix IP Block list unique?

The Fraudlogix IP Block List is the only one derived from a large amount of live data collected from a multitude of networks, SSPs, and exchanges within the affiliate and programmatic space. The live input causes the data to change hourly, making it the most frequently updated and community-based feed on the market.

Where do you get the IP addresses from?

We combine fraud intelligence from all of our clients across the affiliate and programmatic ecosystem. Our pixel encounters 640 million unique users, 300+ million unique URLs and apps, and 1.2 billion unique devices monthly.

How large is the IP Block List?

The IP Block List is roughly 2.5 million unique IP addresses at any given time.

How does an IP make it to the list?

By consistently generating a large percentage of fake traffic.

How do IPs get removed from the list?

When the amount of real traffic begins to outweigh the amount of fake traffic seen from an IP it will be removed.

What do you consider fake/fraudulent traffic?

Traffic that's generated by bots, automated scripts, non-human traffic, malware, and traffic coming from data centers.

How often does the IP Block List update?

Hourly. IPs are constantly being added or removed based on current input from the affiliate and programmatic ecosystem.

How do I access the list?

We provide you access via API so you can pull the full lists in batch form every hour. They can also be downloaded directly from our dashboard.

What is the latency?

None. The full file is hosted within your environment.



Contact us to discuss your use case.

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