



## IP Block List

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

Eliminate Bots & Malware • Access to Complete Intelligence Files  
Store on Your Servers • Updated Hourly • Flat-Fee Pricing

Fraudlogix Monitors Monthly

**540**

**MILLION**

UNIQUE USERS

**8.2**

**MILLION**

WEBSITES

**1.2**

**BILLION**

UNIQUE DEVICES

Global Coverage

Baselines are established for “normal” traffic patterns and behaviors. Anomalies from the baseline are identified and weighted depending on severity and type. Fake traffic and compromised devices are identified.

The IPs where fake traffic originate are added to the list.

Traffic may come from:

- Bots
- Data Centers
- Automated Scripts
- Malware
- Human-Generated Fraud
- Click Farms

Database of more than 4 Million at risk IPs is generated based on real-time threat intelligence.



Hourly  
Updates



fraudlogix™  
IP BLOCK  
LIST

Your Environment

Access the list via API or download the full file onto your servers.

Create an IP block list (or blacklist) with the data to prevent bidding on fraudulent, high-risk traffic.

## EFFECTIVE IN MULTIPLE ENVIRONMENTS

Desktop

Display

Mobile

In-App

Video

## BENEFITS

- Access to complete list of IPs associated with known high-risk traffic.
- Block fraud in real-time, pre-bid.
- Flat, monthly fee.
- Use on unlimited amount of traffic.
- No latency, no time-outs.
- Control how much, or how little, traffic is blocked based on risk level.
- Increased ROI.
- Improved vendor/client relationships.
- Strengthen existing fraud blocking efforts.
- Simple setup and automated updates.

## FREQUENTLY ASKED QUESTIONS

### What makes the Fraudlogix IP Block List unique?

Fraudlogix IP Block List is the only one derived from a large amount of live data collected from a multitude of networks, exchanges, SSPs, and DSPs within the 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 programmatic ecosystem. Our pixel encounters 90 billion ad impressions, 540 million unique users, 8.2 million websites, and 1.2 billion unique devices monthly.

### How large is the IP Block List feed?

The IP Block List is roughly 4 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?

If we begin to see real traffic from the IP it will immediately be removed.

### What do you consider fake traffic?

Bots, automated scripts, non-human traffic, malware, user-generated fraud, 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 programmatic ecosystem.

### How do I access the feeds?

We provide you access via API so you can pull the full lists in batch form every hour.

### What is the latency?

None. You have access to the full file and can host it on your side.