23% of in-app programmatic ads are fake. Across formats, advertisers will **lose over $19 billion to fraud this year.** Along with ad spend cost, the reputation and campaign success risk from bad actors has never been greater. With fraudsters always evolving, protecting your brand requires a new approach.
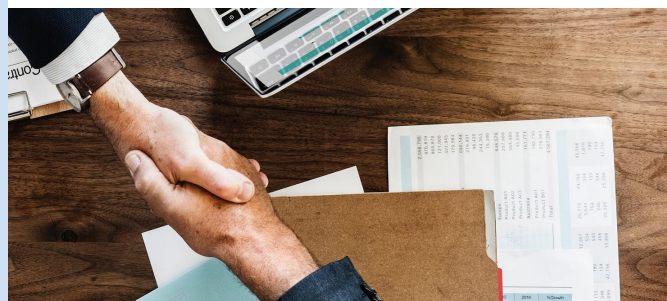
Pixalate offers the only complete, accredited Fraud Management System. Our advanced tech delivers a full risk protection platform that works 24/7 to guard your reputation and grow media value. With three coordinated products, pre-bid **Blocking**, post-bid **Analytics** and **Media Ratings Terminal** software, our end-to-end system detects and prevents fraud while improving viewability, brand safety and media quality.

Ad Fraud Threatens Your Plans Across Multiple Risk Areas

CAMPAIGN SUCCESS

Ad fraud disrupts programmatic campaign performance. From distorting frequency capping, to cookie masking, to ads appearing where you don't want them - the result is a campaign that does not achieve your targeting plans and execution goals.

BRAND REPUTATION

Media headlines regularly feature platforms and brands that have become victim to fraudsters. These attacks impact industry and consumer trust in your business. Unwanted publicity can also bring government attention, adding to reputation damage.

AD SPEND

Ad fraud significantly reduces media ROI across formats and channels. Between paying for ads that are non-viewable, to those that are served to non-humans, to app and domain laundering, fraud inflates campaign cost while reducing performance.

CUTTING-EDGE FRAUD DETECTION

Pixalate leads the industry in the art of **fraud determination** with **superior risk scoring** that results in less invalid traffic exposure for you. Our data comes from endpoints across the ad chain, giving you scaled, precise fraud protection.
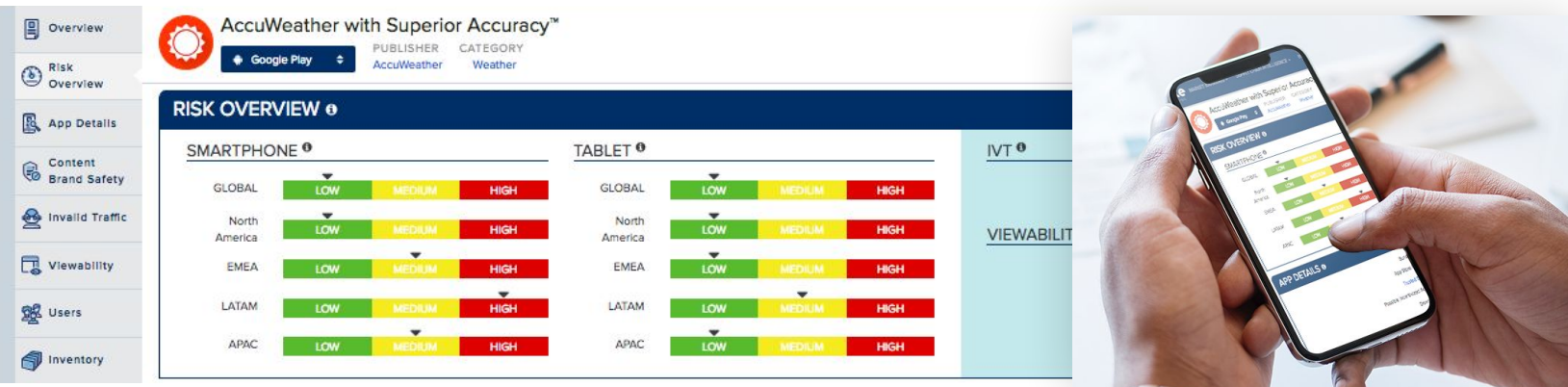
- GIVT and SIVT detection across 38 fraud types including: Display Impression Fraud, Device ID Stuffing, Smartbots, Malware, and App Spoofing

- Scaled protection that detects 31 Billion IVT Events each day across 1.5 Million apps, 280 Million OTT devices and 80 Million domains

- Large traffic analysis that looks at the interactions of publishers and users across devices. Our scientists use advanced modeling, graph analysis and other methods to be sure our fraud classification is the most accurate.

- Go beyond the campaign. Our system sees fraud at the user, publisher and network levels for better detection

MRC ACCREDITATIONS
Pixalate holds or is under-review for more MRC accreditations than any other fraud verification company. We are accredited for Display Served Ad Impressions, Viewable Display Ad Impressions, Sophisticated Invalid Traffic Detection/Filtration, and under review for multiple Video, In-App and OTT accreditations.

THREE PRODUCTS FOR EFFECTIVE RISK REDUCTION

DETECT → ANALYZE → SCORE → BLOCK → RATE

Pixalate is the only company that offers complete **display, video, in-app, and OTT** fraud management**. Our **three product lines** offer **APIs, lists and dashboards** that enable you to prevent and diagnose fraud while improving media quality.

ANALYTICS

Post-bid **GIVT and SIVT monitoring** across display, video, app and OTT that uses your first-party data for precise detection.

- Better diagnose **viewability, brand safety and fraud** issues with unique technology that sees all stages of the ad process
- Monitor how **well your fraud efforts are working,** what fraud types you are exposed to and where new sources originate
- We provide detailed, log-level data applicable as **evidence to back up your claims** across any digital format

BLOCKING

Fraud prevention **lists** at the **user, publisher and network levels** for better coverage than campaign-based blocking.

- Six pre-bid feeds**: IP, Device ID, Data Center, User Agent, Domain and App ID** via lists or real-time APIs
- FTP options offer economic value with custom **fraud sensitivity scoring** for your ideal risk balance
- Use with Analytics to **effectively detect, block and monitor** your success and diagnose any new threat patterns

MEDIA RATINGS TERMINAL

Grow **supply at scale while reducing fraud risk** using the only transparent inventory discovery and verification **software**.

- **Create whitelists/blacklists,** assess your inventory, and stay on top of the ever-changing app risk ecosystem
- Powerful dashboards to search supply ratings **across 500 metrics** for effective pipeline growth and risk analysis
- **Slice and dice** by GIVT, SIVT, Viewability, Traffic Source, Reach, Brand Safety, Seller SOV, Overall Risk and more
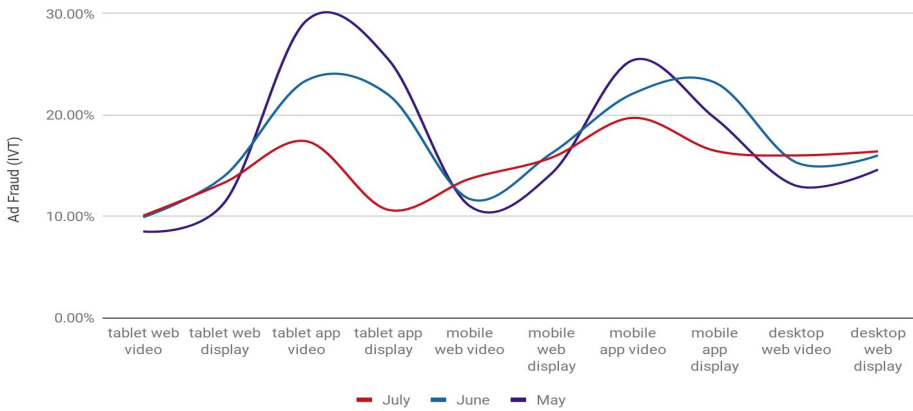
> **Pixalate has the best fraud ratings and alert system we've seen and their entrance into the mobile ecosystem -- especially in-app -- strengthens our confidence about the ability to limit ourselves to quality mobile ad environments.** **Jay Friedman, COO, Goodway Group**

pixalate

2018: IVT Rates by Format Over Time

Ad Fraud (IVT)

30.00%

20.00%

10.00%

0.00%

tablet web video · tablet web display · tablet app video · tablet app display · mobile web video · mobile web display · mobile app video · mobile app display · desktop web video · desktop web display

— July — June — May

1.5 Million
Number of apps we rate and monitor

10 Billion
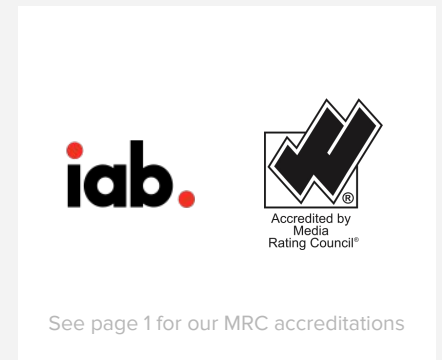Number of devices we see across those apps

JOIN THE FRAUD SOLUTIONS TEAM

With our active blog, indices and weekly digest, Pixalate is trusted by our clients, industry regulators, and journalists as the premier source of IVT data, trends and advice. Partnering with Pixalate brings your business into the premier community devoted to reducing risk in digital advertising today. In addition, each Pixalate client receives a dedicated team of customer success experts committed to protecting your brand.

INDUSTRY RESPECTED
Our Seller Trust Indices are the recognized source for ratings.

CLIENT TRUSTED
We are proud to work with digital advertising leaders.

ACCREDITED
We work with the MRC and IAB to help define new fraud standards.

We offer the only fraud management system that combines scaled precision with cutting-edge detection. Need help reducing your brand risk?

GET A DEMO   sales@pixalate.com   pixalate.com/#products   1-888-PIXALATE