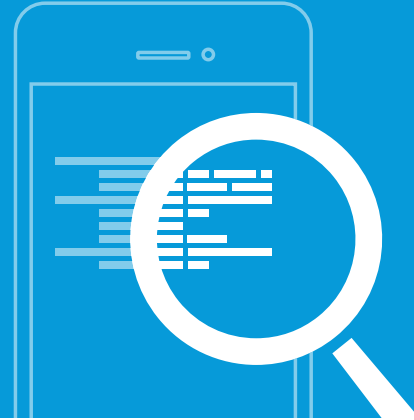**Fyber**

Fighting fraud
Fyber's commitment to quality

The Fyber RTB team is committed to maintaining the industry's most robust, brand-safe programmatic video marketplace – one where DSPs and media buyers are assured quality of ad placements, and participating networks and publishers get the most value for their inventory.

Pre-bid

Fraud Prevention team
Human oversight means every publisher and app is carefully vetted for quality before onboarding.
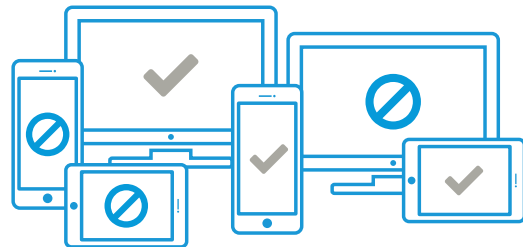
Auditing with Forensiq
All of Fyber's inventory is graded with sophisticated machine-learning techniques before an ad request converts into an impression.

Fyber's RTB stack

We're continuously monitoring campaigns and partners for performance. When traffic doesn't meet our standards, it's blocked.

Post-bid

Verification with Pixalate
Third-party analysis and additional data helps identify strange behaviors post-bid.

Ongoing analysis
Data is compiled and shared with the team, then worked into our pre-bid algorithm to make it stronger.

Fyber

How it Works

From third-party verification, to strict network and publisher onboarding standards, to custom, in-house tools that monitor traffic for strange patterns and behavior, our **Fraud Prevention team** is dedicated to preserving inventory quality within the Fyber's RTB stack. Here's how:

1 Pre-bid

Strict onboarding standards
Networks and publishers must meet an inventory quality checklist before being accepted.

Third-party verification with Forensiq
All of our inventory gets graded before the ad request converts into an impression. Too low a score means the bid doesn't happen – eliminating low-quality or potentially fraudulent impressions.

Blacklisting and granular controls
DSPs and buyers can create whitelists and blacklists of networks and IAB channels before bidding.

2 Ongoing

Post-bid auditing with Pixalate
A combination of human and machine-based analysis helps track strange patterns or behaviors to ensure that ads only run on premium sites and apps, and that interactions are real.

24/7 traffic quality monitoring
We also analyze possible false positives with sophisticated techniques, such as domain spoofing, that cannot be detected on pre-bid.

3 Rapid resolution

Real-time responses
We begin internal investigations on suspicious or automatic traffic claims immediately, and move to disable implicated networks or publishers if applicable.

Want to learn more about Fyber RTB's efforts to fight fraud? Reach out to your account manager, or contact our Fraud Prevention team at quality.rtb@fyber.com