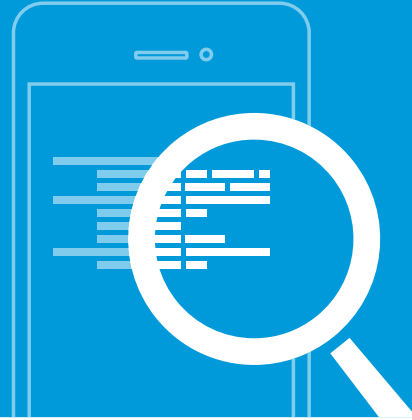




Fighting fraud

Fyber's commitment to quality



The Fyber Fraud Prevention Team is committed to maintaining the industry's most robust and transparent ad exchange with the highest quality users. Whether advertisers need installs, lead generation, purchases, or specific in-app actions, we work to ensure real users are behind each interaction on every ad format.

100%

Viewability in-app

100%

Direct app integrations
for brand safety

How it Works

From strict publisher onboarding standards, to custom, in-house tools that monitor traffic for patterns and behavior, here's how we fight fraud:

1

Prevention



Strict onboarding standards

Every publishing app is carefully vetted for quality before onboarding.



Direct, premium integrations

Connect directly to top-ranking, premium apps that monetize their inventory through Fyber's supply-side-platform.



Third party certification

Fyber is part of TUNE's Certified Partner Program, which involves extensive review to admit only partners with trustworthy advertising best practices.

Contact risk.management@fyber.com for more information.



2 Monitoring



24/7 traffic quality monitoring

Human and machine-based analysis tracks patterns or behaviors to ensure that ads only run on premium inventory. When traffic doesn't meet our standards, it's blocked.



Third party tracking

We work closely with leading attribution companies to implement new fraud prevention measures and make channels more secure.

Apsalar

adjust

KOCHAVA★

AppsFlyer

singular

Localytics

mobile **app tracking**
by TUNE

3 Rapid resolution



Real-time responses

We begin internal investigations on suspicious or automatic traffic claims immediately, and move fast to disable implicated publishers.



Ongoing enhancements

We are constantly analyzing and upgrading our fraud prevention techniques to make them more data-driven and robust.

“Fyber more than delivers on all their promises – they’re one of our best partners.”

Rok Zorko
Co-founder & VP of Products
Outfit 7



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