First-Ever Fraud Prevention Suite for Mobile Apps from adjust Finds Simulated $1.7M Forged Charges within Days

- adjust's solution is the first to actively prevent user acquisition fraud before it is accepted and paid for by advertisers
- Test runs identified $1.7M worth of traffic from "anonymous IPs", indicative of simulation in data centers
- Leading user acquisition brands like HotelTonight have vetted and beta-tested solution

San Francisco and Berlin - February 17, 2016 - Today at the San Francisco Mobile Growth Summit, adjust announced a major product addition to their mobile attribution and analytics system with the Fraud Prevention Suite. With today's product release, app developers and marketers will be able to leverage a comprehensive suite of tools that analyze and intervene in hundreds of millions of user acquisition workflows to prevent fraudulent activity from claiming payouts. Early beta results of the Fraud Prevention Suite indicate a substantial improvement in campaign activity with an estimated $1.7 million USD identified within 17 days, based on recent CPI rates of fraudulent charges.

Paul H Müller, adjust's Co-Founder and CTO, said: "The Fraud Prevention Suite gives our clients a completely new way to proactively mitigate potential fraudulent charges and optimize their user acquisition spend across their entire user acquisition stack. We're uniquely positioned to offer this kind of solution in the market because our technology is directly embedded in all the advertising our clients run - so we can analyze every interaction as it happens, and change how that data is interpreted on the fly. This is unlike reactive, after-the-fact analysis tools that are unable to prevent corrupted datasets and illegitimate payouts."

adjust's Fraud Prevention Suite specifically targets three typical approaches by fraudulent publishers:

Anonymous IP Filtering is the first implementation to actively reject pay-outs for simulated traffic originating from data centers or other illegitimate locations.

Purchase Verification synchronously vets and verifies purchases, allowing app publishers to block cost-per-acquisition payouts or revenue shares from faked purchases.

Click Spam Distribution Modelling analyzes the aggregate distribution of users acquired to rapidly prevent apps from faking background "clicks" and thereby claiming organic traffic as paid.

In January, adjust ran initial beta tests of its product suite with customers, like San Francisco-based HotelTonight, by sampling a traffic flow that included more than 400 million installs to generate an overview of fraudulent activities. This initial test targeted only the portion of paid user acquisition from major US and European brands which were generated from so-called "anonymous IPs" – a strong indication that the traffic had been tampered with or falsified. Starting today, all customers have the opportunity to access adjust's product suite for protection from fraudulent activity and charges.

Brian Han, Head of Growth at HotelTonight, said: "Controlling the quality of our traffic, and thereby preventing fraudulent activity, is a key concern for us. adjust's Fraud Prevent Suite is the first solution we've found that is able to proactively intervene, and we're really excited about using adjust for that purpose."

Additionally, to provide deeper understanding and insights to customers and partners, adjust is hosting the first-ever European mobile fraud conference, called "Mobile Spree", on June 2 in Berlin. Initial confirmed key speakers for the conference include Spotify, Zalando, Delivery Hero, GetYourGuide, and HotelTonight. Interested parties can learn more at http://mobile-spree.com.

For more information on adjust's Fraud Prevention Suite, visit www.adjust.com or contact sales@adjust.com.

About adjust

adjust is a business intelligence platform for mobile apps, providing the highest quality analytics and attribution solutions for companies worldwide. With adjust's open source SDK, app developers can track and analyze user acquisition, feature releases, user lifetime cohorts and more. adjust provides streamlined reporting for understandable, actionable and comparable metrics. adjust is a Facebook Marketing Partner and a Twitter Marketing Platform Partner, and dynamic adjust integrations is in use by over 600 networks and analytics providers worldwide. Founded in Berlin in 2012, adjust today has global offices in San Francisco, Istanbul, Beijing, Tokyo, Shanghai and Sydney.

adjust is trusted by clients across Asia, the EU and the Americas: including leading apps like Zalando, Rovio and 99Taxis; global brands like Universal Music, Yandex and Sony Music; as well as the world's largest advertising and media agencies, including Vivaki, Publicis and GroupM. adjust supports clients on the ground from each global office, and offers fully localized solutions in multiple languages.

adjust is the only mobile analytics company to meet stringent EU privacy compliance standards, proving that app tracking does not have to be intrusive. adjust is funded by Target Partners, Capnamic Ventures, Iris Capital, ACTIVE Venture Partners and Highland Europe.

For more information, visit www.adjust.com or contact sales@adjust.com.