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In Response to Billion-Dollar Losses: Global Anti-Fraud Alliance Sets Common Definition For Ad Fraud

Coalition Against Ad Fraud (CAAF) Publishes Standardization Document and Opens Up to Advertisers to Accelerate the Fight Against Mobile Ad Fraud

San Francisco /Berlin, October 18, 2018 -- [Adjust](http://Adjust.com), the global mobile measurement and fraud prevention leader, announced today the publication of the first standardization document on ad fraud by its Coalition Against Ad Fraud (CAAF). Adjust also announced the coalition will open up to advertisers to accelerate the fight against mobile ad fraud head-on. The CAAF initiative is part of a concerted effort by industry leaders, like Liftoff, ironSource and Jampb among others, to mitigate the multi-billion dollar fraud market and its impact on advertisers' ad spend.

The standardization document provides all industry players, including advertisers, supply-side networks and third-party vendors globally, with a common agreed-upon nomenclature and a rounded technical overview of mobile performance ad fraud so they are better equipped to deal with the issue at large.

According to eMarketer, [mobile ad spending in 2018](#) will grow 20% to more than \$75 billion in the U.S. With Adjust reporting a 7% rejection rate on paid installs, [mobile ad fraud](#) could cause approximately \$4.9 billion in damage this year alone. The objective of fraudsters is to steal budgets from advertisers. Mobile ad fraud can take a number of different forms, from faked impressions, click spam, or faked installs. As the industry develops to fight current fraud techniques, the methods used by fraudsters change to become more effective.

"CAAF is making great strides in bringing leading experts of the advertising ecosystem together to develop new solutions that disincentivize and circumvent fraudulent traffic," said Paul H. Müller, CTO & Co-Founder at Adjust. "There is a massive amount of misinformation out there designed to sell sub-par solutions or to keep bad traffic to make revenues. We are here to put an end to that, by bringing more transparency and education to the market."

Establishing Guidelines

The formal CAAF Standard Document is the first to address ad fraud. All CAAF members have agreed to the nomenclature, definitions and methodologies described in the document, which explains the practical side of fraud, and describes how such schemes work in detail. Some of the issues covered include: the differentiation between compliance fraud and technical fraud; definitions of compliance fraud schemes; definitions of technical fraud schemes, like click injection and spoofed installs.

"It's paramount that every facet of the advertising ecosystem, including advertisers themselves, work together to tackle the multi-billion dollar fraud market," said Paul H. Müller. "If advertisers do not fix their internal incentive structures and keep buying from opaque traffic sources that only deliver measurement of later-in-the-funnel events, shady traffic will keep thriving. Our anti-fraud alliance is wholeheartedly inserting itself in this issue - making very clear what's at stake and how to proceed - to protect ad budgets and promote a healthy advertising industry."

For more information, visit [CAAF](#). Members include: ironSource, Vungle, AARKI, nend, Dynalyst, Applift, i-mobile, inmobi, Fyber, Jampp, Rmerge, Liftoff, YouAppi, AdAction, AdColony, Persona.ly, Headway, Zucks, Curate Mobile, motive, madvertise, MOLOCO, Revmob and Chartboost. To get involved in the fight against mobile ad fraud, please contact: partners@adjust.com.

About Adjust

Adjust is the industry leader in mobile measurement and fraud prevention. The globally operating company provides high-quality analytics, measurement and fraud prevention solutions for mobile app marketers worldwide, enabling them to make smarter, faster marketing decisions. Adjust is a marketing partner with all major platforms, including Facebook, Google, Snap, Twitter, Naver, Line, and WeChat. In total, more than 22,000 apps have implemented Adjust's solutions to improve their performance. Founded in 2012, today *Adjust* has global offices in Berlin, New York, San Francisco, Sao Paulo, Paris, London, Moscow, Istanbul, Seoul, Shanghai, Beijing, Tokyo, Mumbai and Singapore.

Adjust is the only attribution company to meet stringent EU privacy standards and is fully compliant with GDPR. For more information, interested parties can visit <http://www.adjust.com>.

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Quotes from CAAF partners

"Mobile fraud is a serious issue that is impacting app publishers across the entire mobile ecosystem. We are pleased to work together with Adjust and other industry partners to tackle the issue head on. Only by working together can we prevent fraudsters from stealing both attribution and marketing dollars from marketers on the front line of mobile" - Dennis Mink, VP Marketing at Liftoff.

"Fighting ad fraud is mostly a technological challenge which requires that companies work together on a data-driven approach. The mobile space needs more companies working together to make the industry stronger and more transparent " - Leandro Zeballos, Measurement Product Manager at Jampp.

"Combating fraud at every level has been a central focus for ironSource - the real key to solving fraud on a macro level, however, involves diverse industry players working together on a joint definition," said Yevgeny Peres, VP Growth Developer Solutions ironSource. "By working together we will not only serve to generate new strategies for combating fraud, but also make the entire ecosystem safer for advertisers."