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## Adjust Hires Ville Mikkola As Head Of The Coalition Against Ad Fraud To Drive Fraud Education

*As mobile becomes brands' most important marketing channel, Adjust continues to actively fight advertising fraud through its Coalition Against Ad Fraud*

**San Francisco / Berlin, March 18, 2020** — [Adjust](#), a global B2B SaaS company, today announced a new senior hire to spearhead its [Coalition Against Ad Fraud](#) (CAAF). Ville Mikkola joins as Head of CAAF, the industry-wide alliance founded by Adjust to tackle ad fraud.

Ad fraud stands as one of the biggest threats to marketing success, having claimed [an estimated \\$42 billion](#) of ad dollars in 2019. Founded by Adjust in 2017, CAAF is a coalition of industry partners that actively fight fraud by driving education within the sector. Moving away from opinions to facts, members agree on shared definitions and guidelines that include: establishing what constitutes technical performance fraud in alignment with IAB measurement guidelines, committing to latency guidelines, and agreeing on responsibilities on dealing with the issue.

“With mobile ad spend continuing to break records, performance ad fraud is a problem that advertisers and networks can no longer afford to ignore,” commented **Paul H. Müller, co-founder and CTO of Adjust**. “Our network of trusted partners plays an integral role in providing accurate, actionable and fraud-free data for our clients. We’re thrilled to welcome Ville to the team, and look forward to working with him to move our CAAF mission forward.”

CAAF now counts 30 members, including leading advertising networks such as ironSource, Liftoff, TapJoy, CrossInstall, Vungle, Moloco, Jampp, AdColony and Fyber.

Based out of Adjust’s Berlin headquarters, Mikkola will be responsible for the strategy and global development of CAAF. Mikkola has a long history and involvement in ad fraud prevention, through his experiences at both advertising technology companies and later through his own company. Prior to Adjust, he served as Director of Network Operations at adtech firm Glispa, and as Managing Director for Europe at mobile advertising network YeahMobi. Most recently, Mikkola co-founded a casual gaming company, TreasureHunt, which worked with NBCUniversal and was recently acquired by Huuuge Games.

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### About Adjust

[Adjust](#) is a global B2B SaaS company. Born at the heart of the mobile app economy and grown out of a passion for technology, the company now has 16 offices around the world.

Adjust's platform includes measurement, fraud prevention, cybersecurity and marketing automation products. Together, they make marketing simpler, smarter and more secure for the 32,000 apps working with Adjust. Global leading brands including Procter & Gamble, Rocket Internet and Tencent Games have implemented its solutions to secure their budgets and improve results.

Last year, the company secured one of 2019's largest funding rounds in Europe, raising nearly \$230 million.

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