



ROVIO

adjust's Fraud Prevention Suite

An insurance policy to be bold

What happens when you're running user acquisition for Rovio, one of the most iconic mobile gaming publishers of all time?

Well, when you're An Vu, Rovio's Mobile User Acquisition Lead, you have every network partner in the world banging on your door for a piece of your budget – and there's often no way of knowing who's dependable and who just wants a piece of the pie.

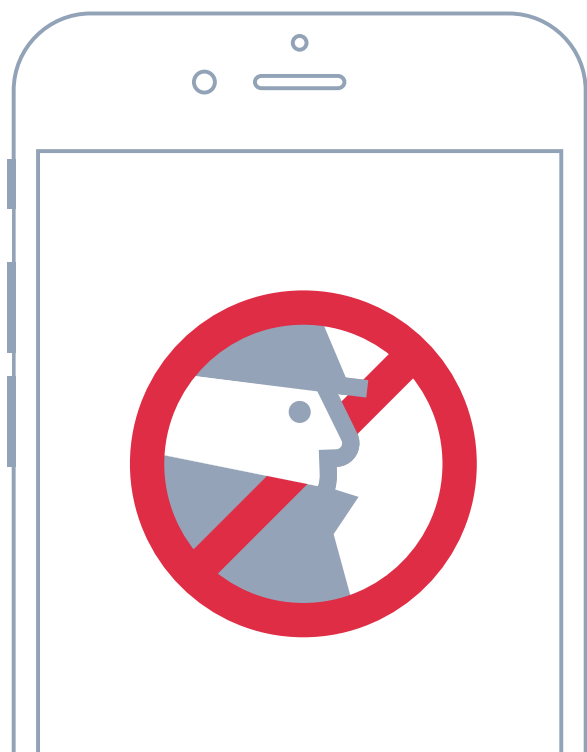
The Solution

Rovio was an early adopter of adjust's Fraud Prevention Suite. For Rovio, the Fraud Prevention Suite was an opportunity to leave the lengthy and time-consuming manual verification process in the past. Manual fraud detection always left Rovio expecting to fight for refunds, but automatic fraud prevention would finally allow them to work with any network in full confidence.

Initially, Rovio activated only a single Fraud Prevention Suite feature: Anonymous IP Filtering.

Immediately after activation adjust automatically crosschecked IP addresses of all incoming traffic against a database of known datacenters, VPN providers, Tor exit nodes and previously attributed IP addresses. Any traffic coming from repeated or unusual IPs was flagged and attributed as untrusted and both Rovio's servers and network partners were notified in real-time.

Further filters run similar analyses across click-to-install timeframes, looking for unusual distributions and frequencies. The filters are activated one-by-one, allowing Rovio complete control and full insight into the filters being applied to their traffic.



The Results

So what happened once Rovio switched on the Fraud Prevention Suite?

The Fraud Prevention Suite caught all of the unusual install behavior that the team used to have to manually pinpoint and eliminate – only this time it was automatic, and being stopped before payout. Rovio observed their rates of captured installs slowly diminish as fraudsters realized they were no longer going to be paid by networks for the poor traffic they generated. For Rovio this meant money saved and, more importantly, peace-of-mind.

In An's words, "We never expected the numbers to be that high, because we work with really reputable networks. I will admit though, I gave them all a warning that we were going to be working with adjust's new Fraud Prevention Suite and that we'd be able to quickly see when something wasn't right." Looking at her year of manual verification, An reflected that she "wished we'd had this when we were working with over 100 networks and deciding which ones to cut – it would have made that whole process a lot easier."

Now that they are working with the Fraud Prevention Suite, An and her team are able to buy with confidence. "We can go big, and not hold back. I now see that this FPS is serving a different purpose beyond just preventing a 'bad' install: it's my insurance policy when working with new partners. We can try new things, and I'm free to experiment because I trust the data."





Rovio's mission is to delight the world through the medium of mobile gaming. Since launching Angry Birds in 2009 Rovio has developed a broad portfolio of games and currently ships over 18 titles. In the time since their flagship app hit the market, Rovio has amassed over 3 billion game downloads, 5.7 billion Toons video views, 2 billion YouTube views and 26 million Facebook fans. In the last year alone they have achieved an astounding 480 million game downloads.



adjust is a fast-growing mobile attribution and analytics company with offices in Berlin, San Francisco, Tokyo and Istanbul, placing a high premium on scientific statistics and a user-friendly product. It helps mobile marketers understand where their most valuable users come from, what they do, and how to re-engage with them inside or outside their app.

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