

## Overview

MoPub has partnered with Forensiq, an industry-leading platform for ad fraud detection. Our partnership seeks to deliver on the promise of heightening supply quality across the more than 45,000 mobile apps and over 450 billion monthly ad requests on MoPub Marketplace.

## Partnering to elevate supply quality

This partnership allows Forensiq to provide deep analysis across the massive scale of MoPub's exchange to deliver the highest quality supply and confidence to buyers. Forensiq leverages user-level analysis, javascript tag analytics, and IP analysis, among other proactive measures, to detect even the most mature fraud techniques. This technology couples with MoPub's three prong approach to supply quality, which leverages internal processes, sophisticated products, and leading partnerships, to help ensure high quality inventory for buyers in our exchange.

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**Forensiq excels at detecting fraud on mobile in many different ways. Working with MoPub allows us to scale our technology across a massive set of people, devices, and applications. This partnership is key for the rapid growth and adoption of mobile advertising to continue.**”

- David Sendroff, Founder & CEO of Forensiq

## Deep fraud analysis

Forensiq leverages machine learning, javascript tag analytics, and IP analysis, among other proactive measures, to detect even the most sophisticated fraud techniques.

## High quality supply

MoPub and Forensiq working together means the best fraud detection platform proactively detecting and mitigating fraud on MoPub's exchange, leading to higher quality supply for mobile advertisers.

## Buyer confidence

With industry leaders working together, marketers can be confident they are reaching the right audience at scale across high quality supply on MoPub Marketplace.