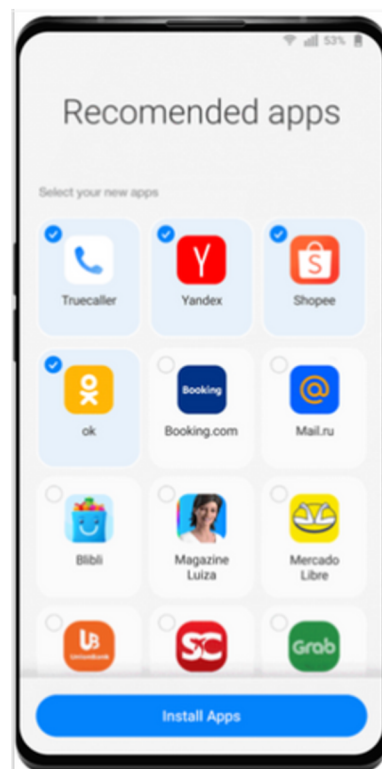


# MEASURING WHAT MATTERS:

ATTRIBUTION, FRAUD  
CONTROL & ROI IN APP  
DISCOVERY CAMPAIGNS



## WHY MEASUREMENT MATTERS

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Performance accountability has become a board-level concern. Industry studies estimate that 10–20% of mobile ad spend is exposed to some form of inefficiency or invalid activity in open advertising environments. As acquisition budgets grow, even small measurement gaps translate into significant financial leakage.

For regulated industries such as banking and fintech, transparent measurement is also a compliance requirement, not just a performance preference. As app discovery gains traction, advertisers require the same level of accountability and transparency expected from performance marketing channels. Measurement is critical to ensure trust, optimize spend, and validate ROI.

## ROLE OF MOBILE MEASUREMENT PLATFORMS

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Mobile Measurement Platforms (MMPs) such as Singular, Adjust, or AppsFlyer act as independent attribution layers. They verify installs, track post-install events, and provide unbiased reporting across channels.

## ATTRIBUTION FLOW EXPLAINED

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In an app discovery campaign, each install is attributed through the MMP using device-level identifiers and secure tracking mechanisms. Only verified installs are counted, ensuring accurate billing and performance analysis.

## FRAUD RISK & MITIGATION

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Closed OEM environments significantly reduce common fraud vectors such as SDK spoofing, device farms, and click injection. Advertisers running OEM-based discovery campaigns typically report fraud rates below 2–3%, compared to double-digit exposure in some open exchange environments.

When combined with independent MMP validation, OEM discovery becomes one of the lowest-risk mobile acquisition channels available. OEM app discovery inherently reduces fraud risk due to closed environments, limited third-party access, and system-level controls. Combined with MMP validation, this creates a highly secure acquisition channel.

## **BILLING ON VERIFIED CONVERSIONS**

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Campaigns are billed on confirmed installs or defined post-install events. This conversion-based model aligns incentives between advertisers and platforms.

## **REPORTING & OPTIMIZATION**

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Advertisers receive structured reports covering installs, engagement metrics, and retention trends. These insights enable continuous optimization without reliance on opaque algorithms.

## **CARBONDYNE'S MEASUREMENT STACK**

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Carbondyne integrates independent attribution and fraud control mechanisms to ensure every billed conversion is transparent, verifiable, and auditable.

**Commercial Model** Billing is triggered exclusively on MMP-verified installs or post-install conversion events. There are no charges for impressions or unverified activity, allowing advertisers to link spend directly to measurable performance outcomes. Carbondyne integrates independent attribution and fraud control mechanisms to ensure every billed conversion is transparent, verifiable, and auditable.

## CARBONDYNE OVERVIEW

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Carbondyne is a technology-driven digital infrastructure company enabling growth across app discovery, digital commerce, connectivity, and sustainability solutions. The company builds and operates platforms that help enterprises, banks, fintechs, telcos, and digital brands scale adoption, engagement, and monetization across emerging and global markets.

With operations across the UK, Asia, and emerging markets, Carbondyne combines partner-powered technology, managed execution, and performance-led commercial models to deliver measurable, compliant, and scalable outcomes.

## GET IN TOUCH

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