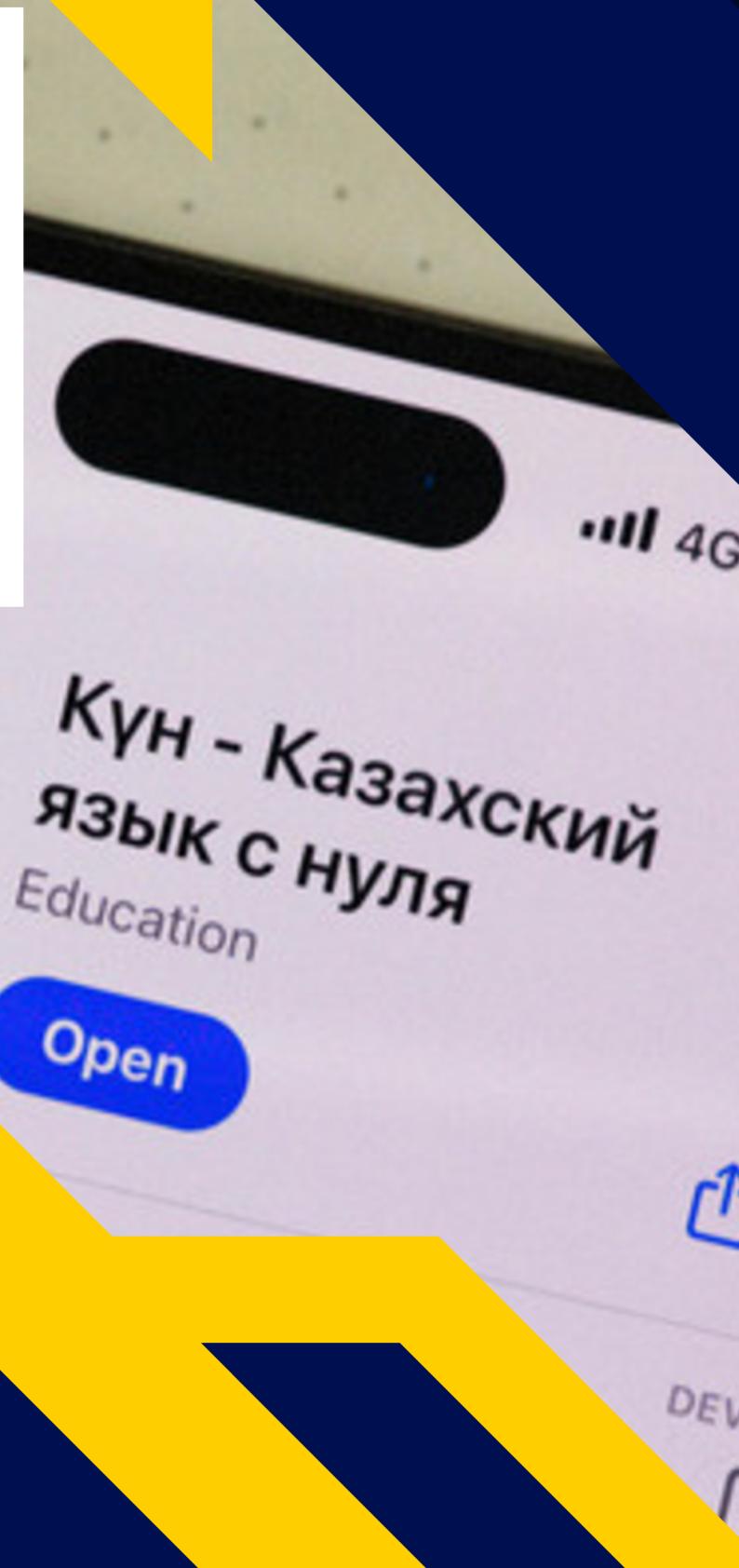


WHITE PAPER SERIES | MP-05

AD FRAUD: THE HIDDEN TAX ON APP GROWTH



EXECUTIVE SUMMARY

Mobile ad fraud silently drains budgets, inflates performance, and distorts decision-making. Without an MMP, most fraud goes undetected. With the right measurement infrastructure, fraud can be prevented before it impacts results.

COMMON FRAUD TYPES

- Click injection
- SDK spoofing
- Organic poaching
- Install hijacking

WHY FRAUD PERSISTS

- Attribution happens after damage is done
- Networks self-report performance
- No pre-attribution filtering

HOW MMPS STOP FRAUD

- Deterministic validation
- Pre-attribution rejection
- Custom fraud rules
- Transparent fraud reporting

FINANCIAL IMPACT

Organizations routinely recover **20–25% of wasted ad spend** once fraud is controlled.

KEY TAKEAWAY

Fraud prevention is not optional—it directly protects growth budgets.

CARBODYNE OVERVIEW

Carbonyne 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, Carbonyne combines partner-powered technology, managed execution, and performance-led commercial models to deliver measurable, compliant, and scalable outcomes.

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