

# Geniee works with Adloox to reduce non-human traffic by 40%



Geniee is the largest SSP in Japan. Their Geniee SSP is a global advertising distribution platform involved in the generation of advertising revenue and optimisation of advertising operations management. Together with Geniee DMP, it develops planning services that increase media revenue and support new advertising product architectures.

## Challenge

Geniee were encountering a high level of fraud including non-human traffic (NHT), adware and invalid clicks as well as copyright violation, fake domains and non-brand safe content in South East Asia.

In order to combat this, they were using an outdated combination of manual checks and analysis of Google Analytics data to determine if a site was brand safe and the traffic fraudulent. However, with the level of ad fraud becoming increasingly sophisticated and scalable, it proved impossible to apply these methods across the entirety of their traffic.

## Solution

Ensuring a safe and transparent advertising environment for its partners was of paramount importance to Geniee. Geniee were looking for a third-party vendor who could offer them the highest degree of accuracy and who could guarantee their traffic was fraud-free and content was brand-safe.

After testing various vendors, Geniee concluded that Adloox was the only technology capable of detecting the most sophisticated levels of NHT. Adloox were able to see the deeper levels of fraud that remain hidden to other verification providers, ensuring more accurate data and results.

## Results

Many publishers unknowingly fall victim to fraudulent traffic due to third party traffic acquisition partners who exploit fraudulent traffic in order to increase performance.

Unlike other verification providers that block the entire publisher if there are indicators of fraud, Adloox found the source of the fraud, isolated it and blocked it.

Geniee were able to consult publishers showing high levels of non-human traffic, block suspicious IPs and save a considerable amount in lost revenue.

57

No. of publishers  
suspended in  
breach of safety  
regulations

40%

Decrease in  
non-human traffic  
within a two-week  
period

## Testimonial

After testing different vendors, it became apparent that Adloox was by far the most sophisticated fraud detection technology on the market today. They are a very proactive team who are always reaching out with ideas on how to deliver value to our business.

With Adloox, we are able to understand the performance of each of our publishers and deliver real customer success. The amount of time we have saved by removing the need to manually check for suspicious traffic and non-brand safe content has allowed us to focus on maximising performance and ROI.

We are decidedly impressed with the results so far and are confident that our continued work with adloox will provide a huge opportunity to drive further value for us and our clients

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