

ATTACK OF THE FRAUD BOTS

LIFTOFF MOBILE HERO COMICS, ISSUE #4



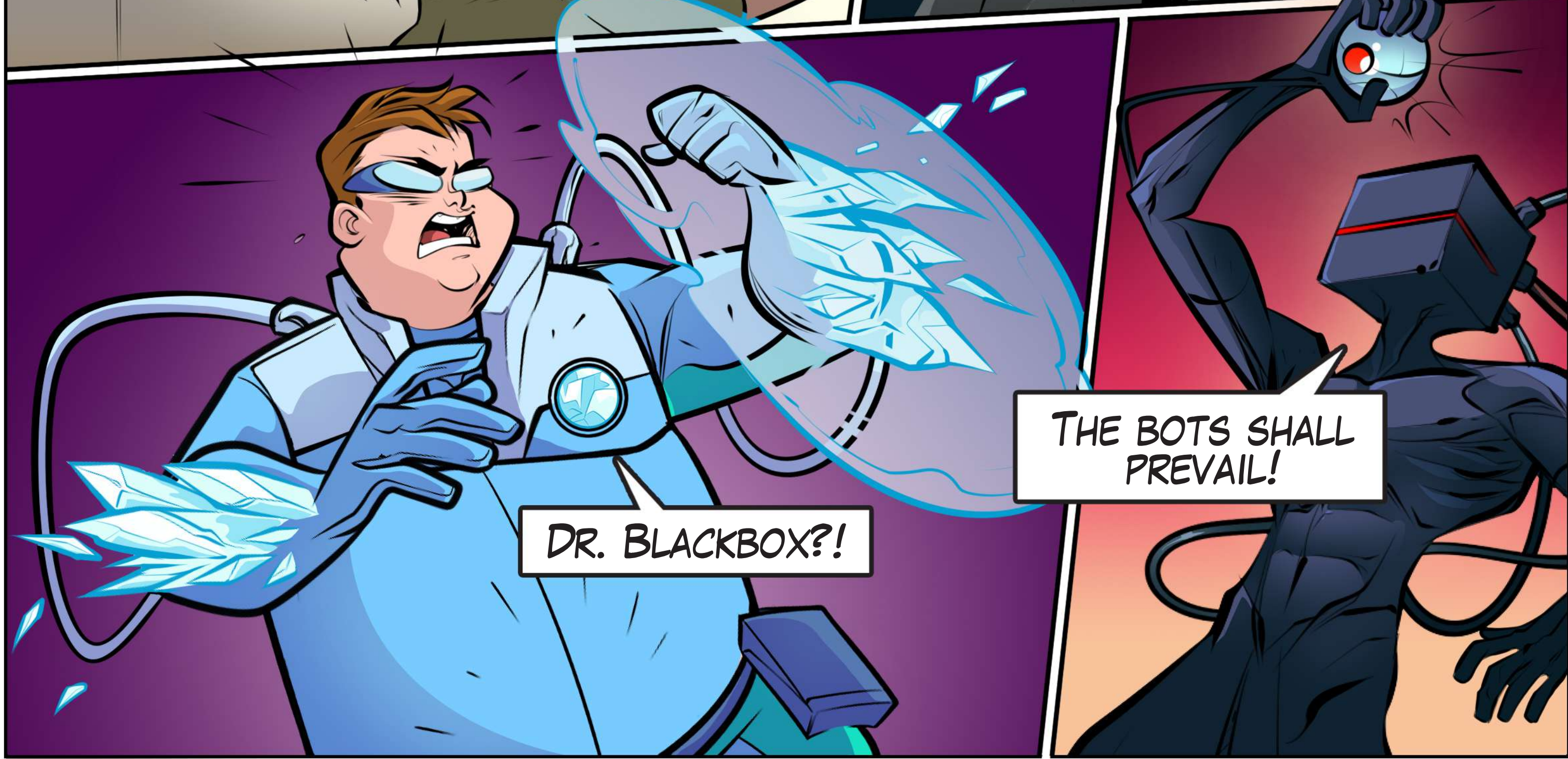


THANKS TO THE MOBILE HEROES.

LET'S WRAP UP BY ASKING ICEMAN, "HOW DID YOU LIKE THE FOOD IN CHINA?"

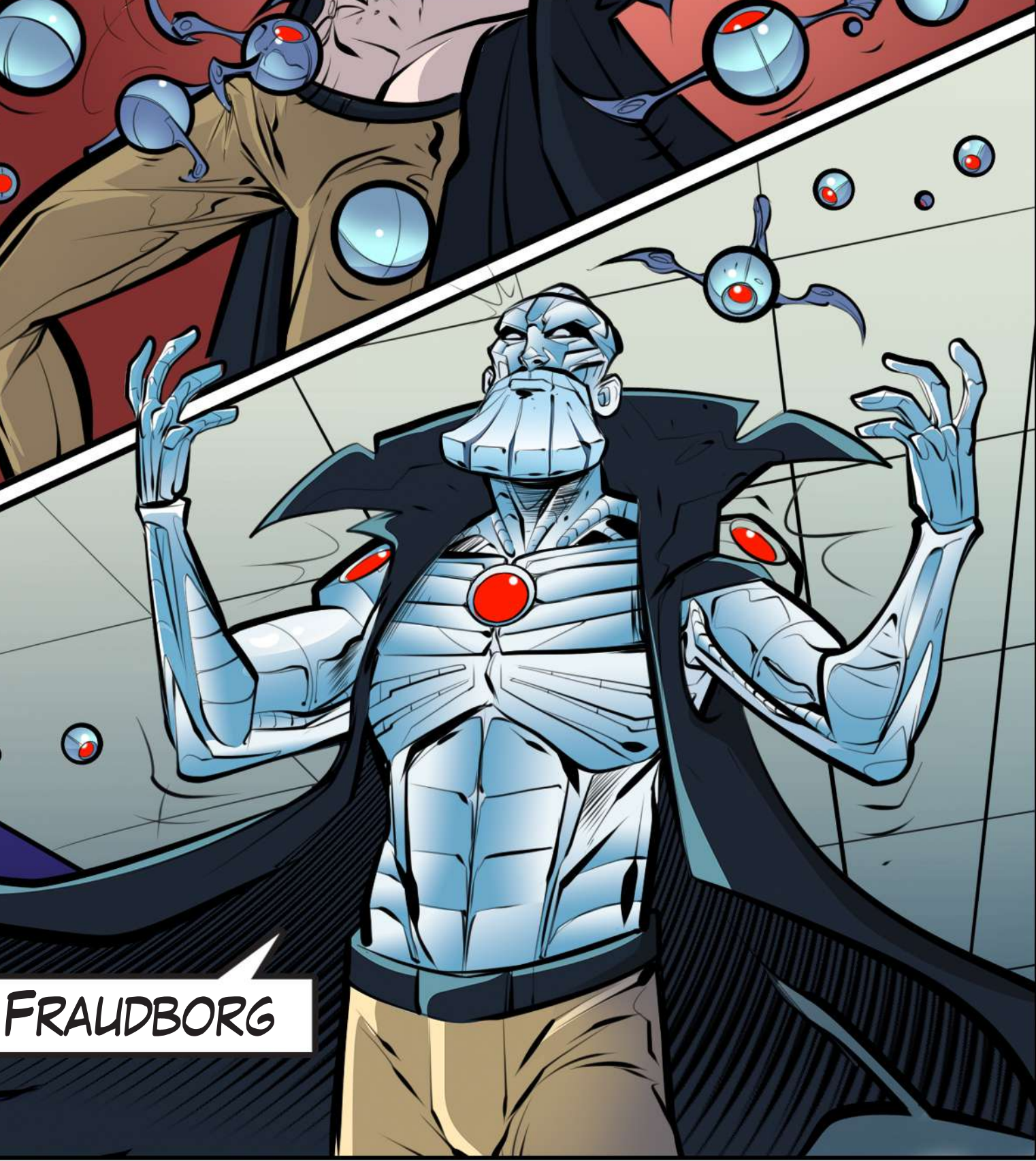
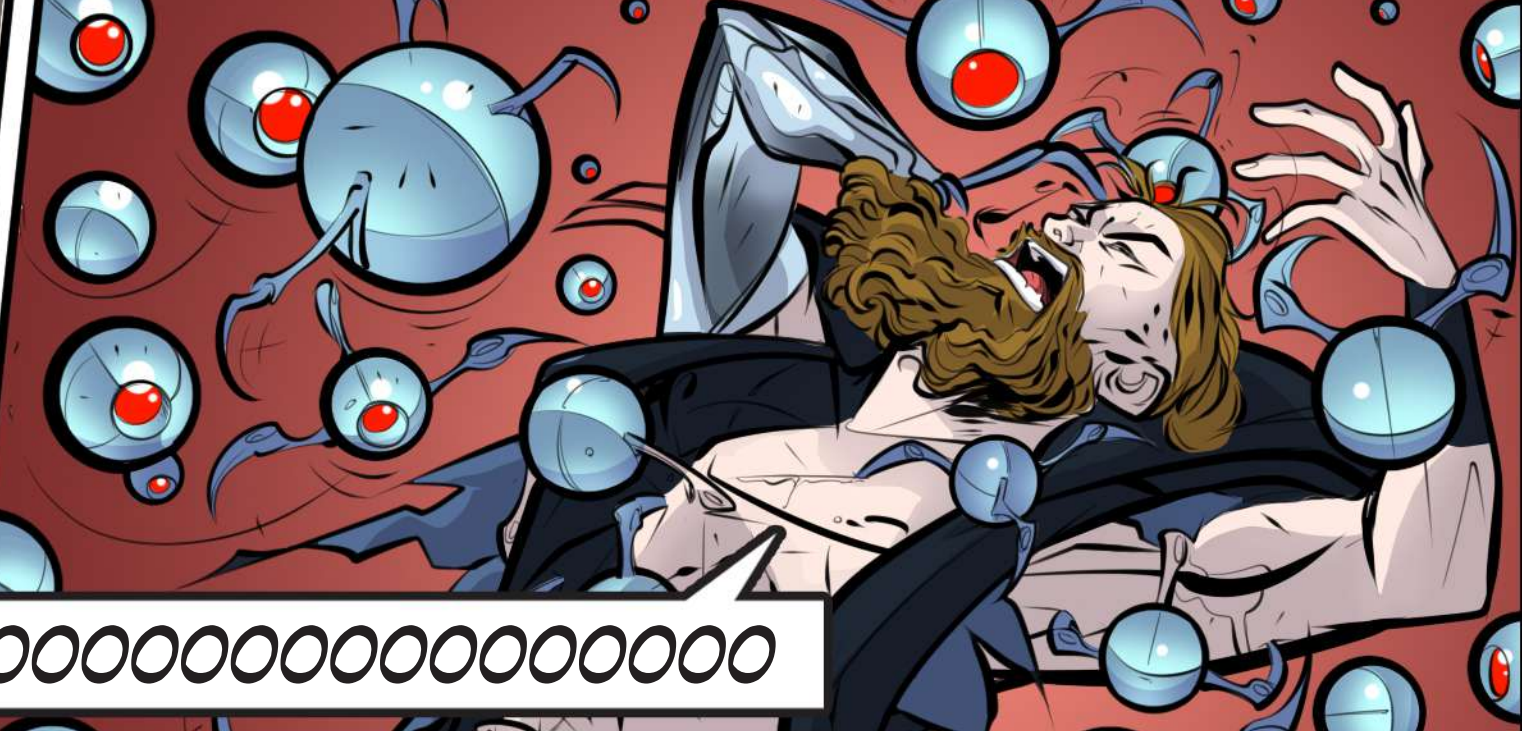
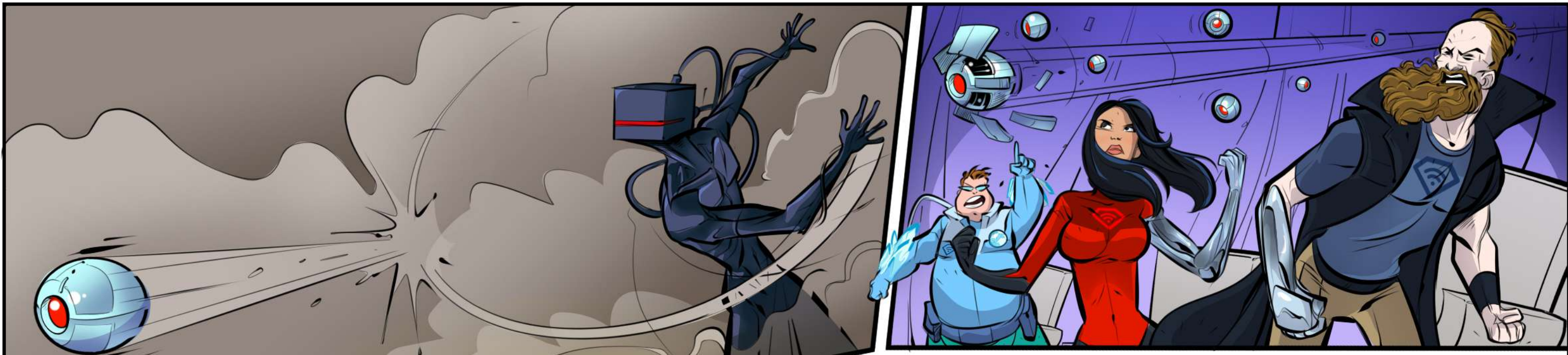


BOOM!



DR. BLACKBOX?!

THE BOTS SHALL PREVAIL!





OUR PLAN WAS A SUCCESS. WE'VE EXPANDED OUR ARMY AND MORE BOTS WILL JOIN THE RANKS SOON.



LATER THAT DAY...



ROGER THAT.

TIME FOR PHASE 2: LAUNCH OUR FRAUD-FILLED FLASHLIGHT, WALLPAPER, CALCULATOR AND ANTI-BOT APPS TO THE APP STORES.

OMG - THERE WAS AN EXPLOSION.

MEANWHILE IN THE HEROES LOUNGE...

FIRST THE GALAXY NOTE 7, HOVERBOARDS, DUKE NIKE SHOES, NOW THIS?

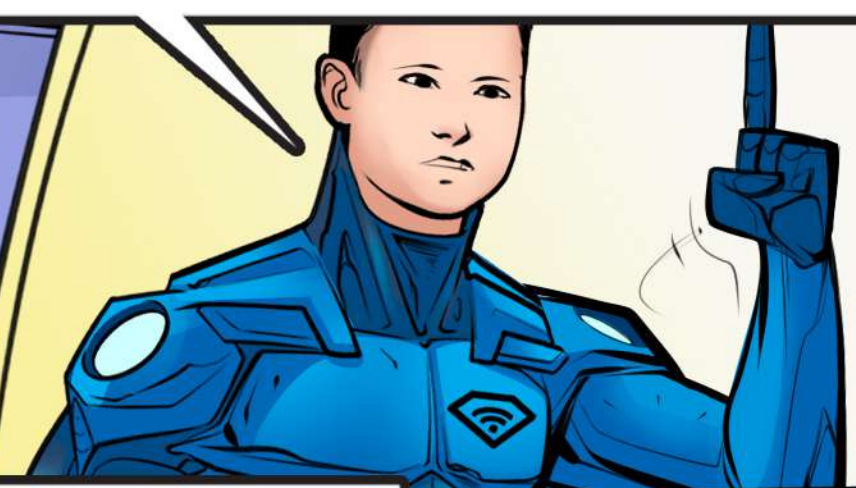
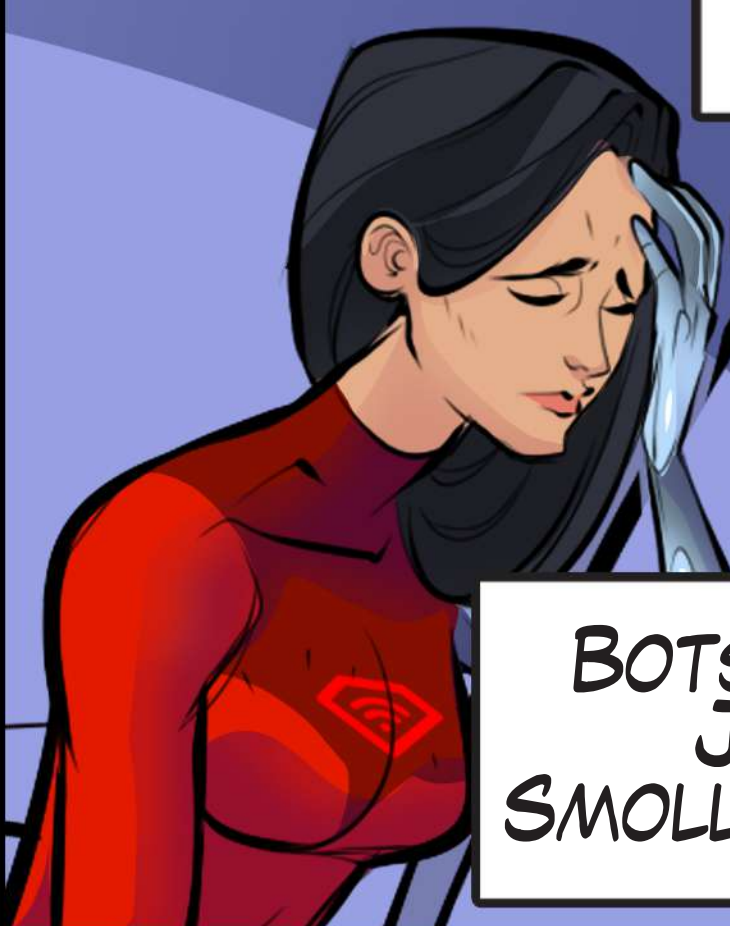
ICEMAN DIDN'T MAKE IT.



HAS ANYONE SEEN ICEMAN?

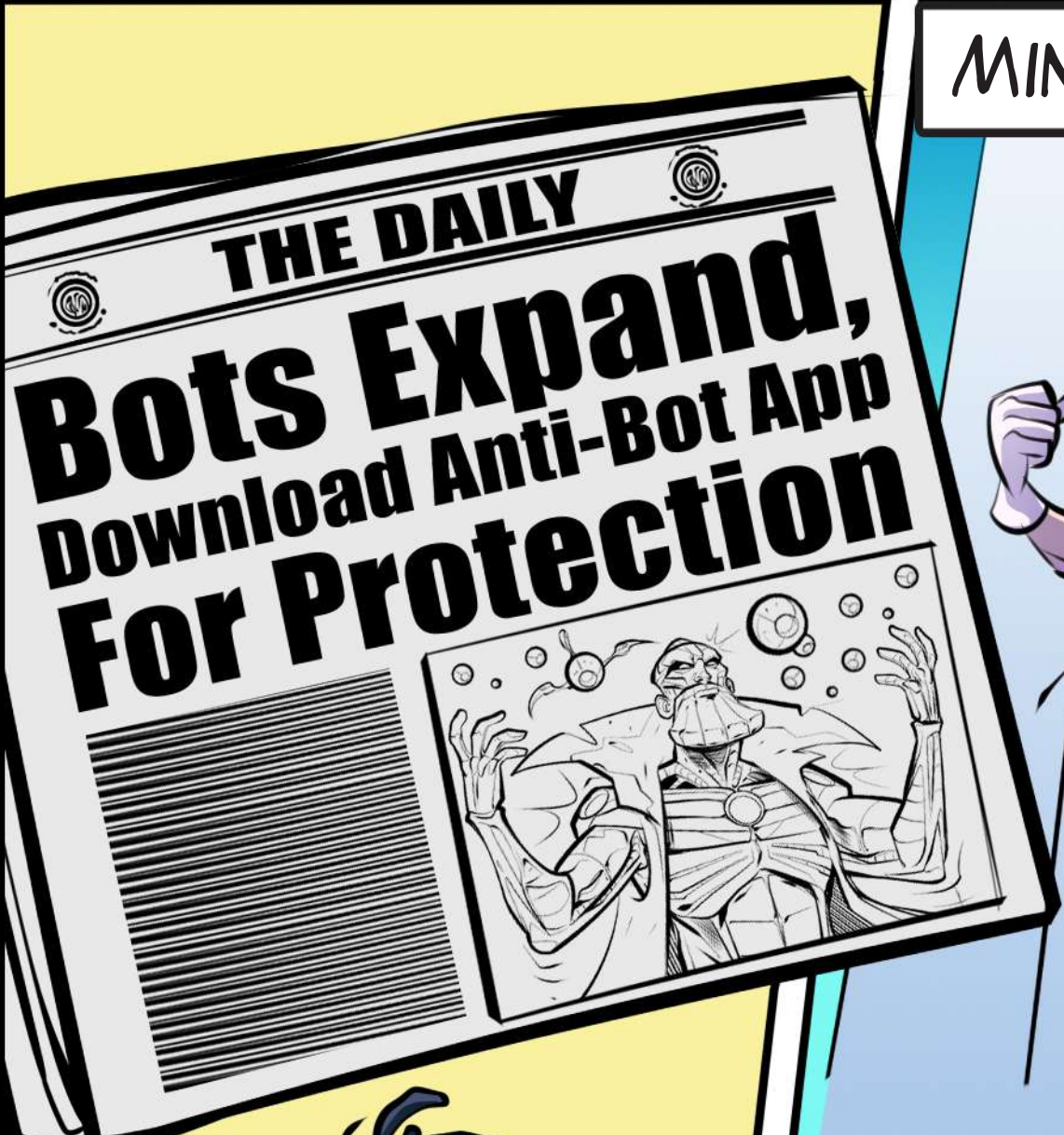


REMAIN CALM. THERE IS AN ANTI-BOT APP - TELL EVERYONE TO DOWNLOAD IT.



BOTS WERE EVERYWHERE. JUST LIKE JUSSIE SMOLLETT, ICEMAN IS GONE.

GOT IT. WE ALSO HAVE A LEAD ON DR. BLACKBOX.



MINUTES LATER...



WE'VE LEARNED DR. BLACKBOX HAS A PO BOX HERE.



LET'S STAKE IT OUT AND SEE IF HE SHOWS UP..

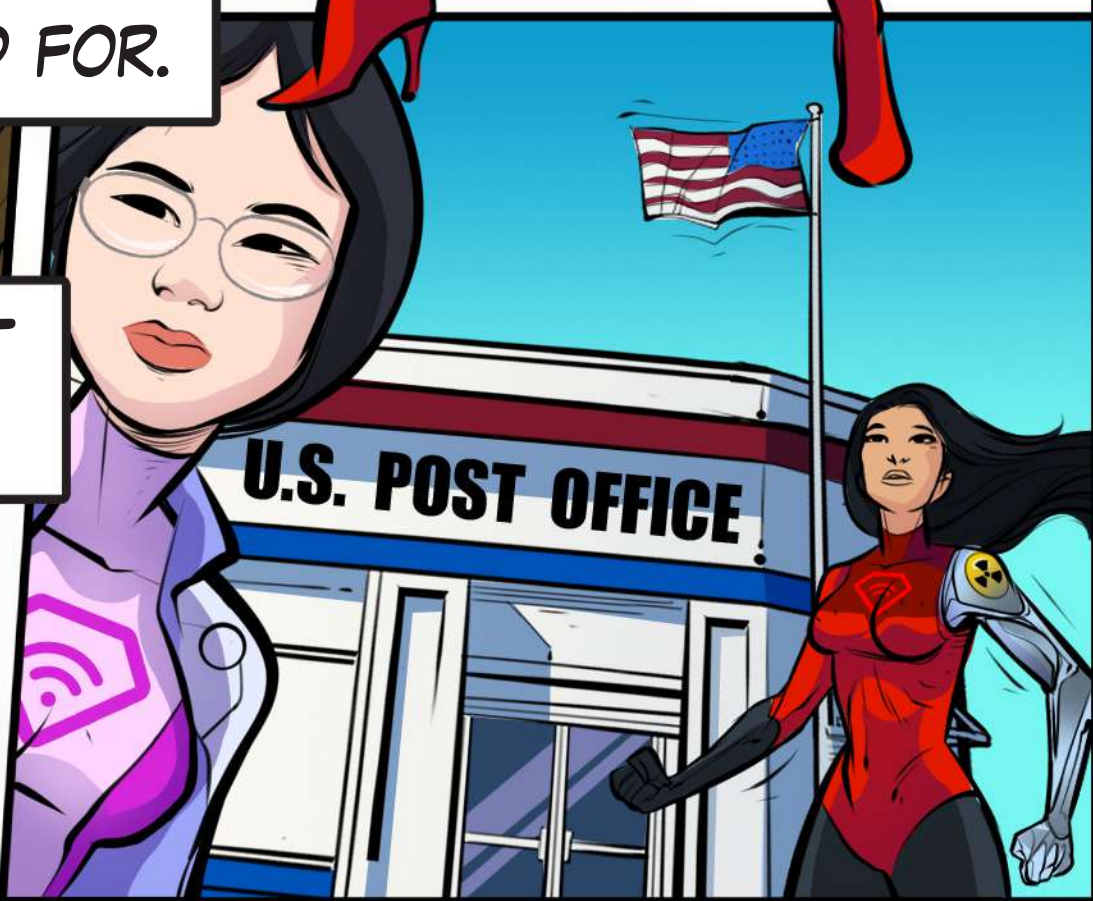
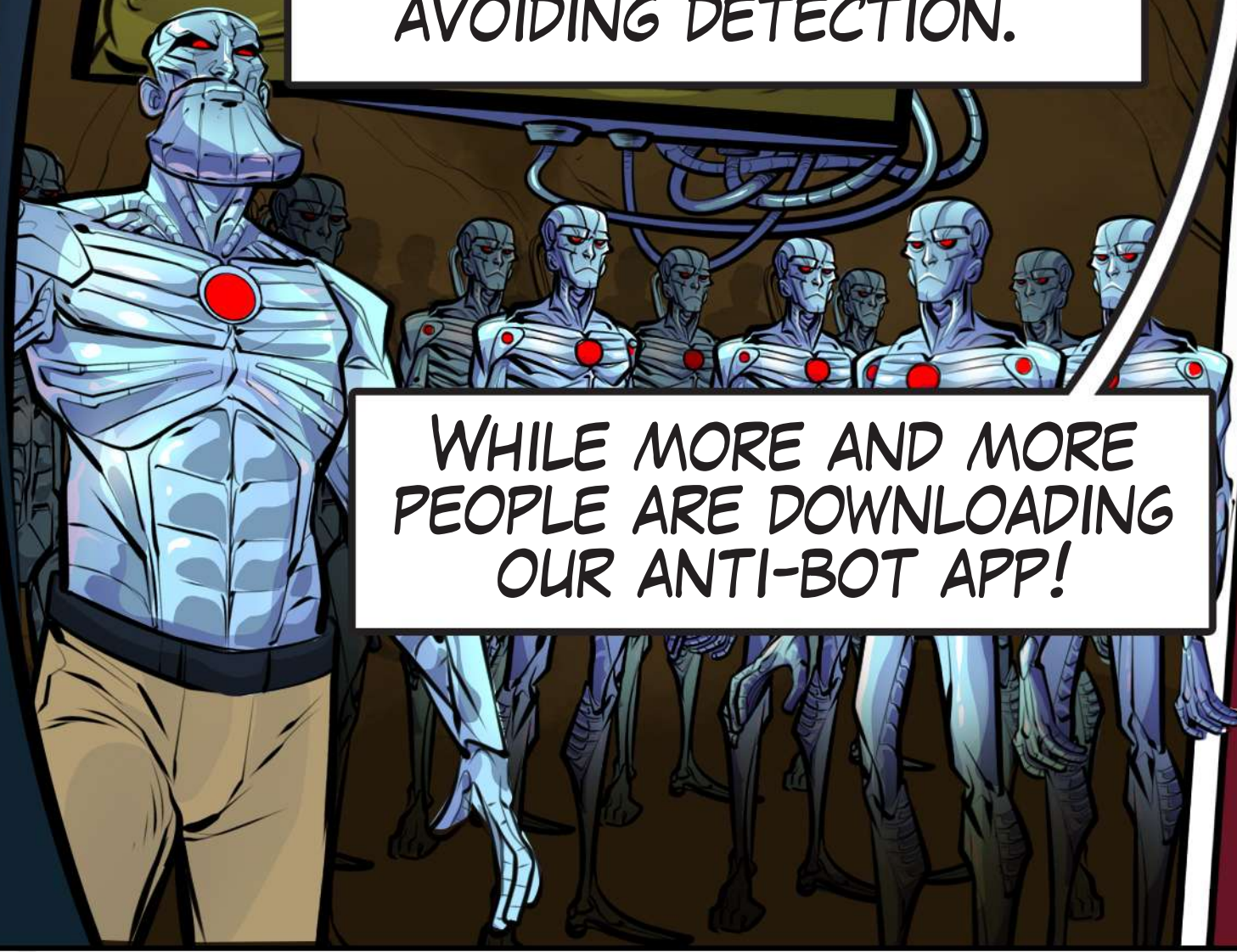
OUR APPS ARE DOING GREAT! LOOK AT ALL THE FAKE INSTALLS AND CONVERSIONS WE ARE GETTING PAID FOR.



OUR BANK ACCOUNT IS GROWING FAST.

THE BOTS ARE EMULATING REAL USER BEHAVIOR, AVOIDING DETECTION.

WHILE MORE AND MORE PEOPLE ARE DOWNLOADING OUR ANTI-BOT APP!



CAPTAIN PENG! WHAT ARE YOU DOING HERE?



HEY! OH... UH... JUST...
BUYING SOME STAMPS.

WOW, YOU SURE ARE A
LONG WAY FROM HOME
FOR STAMPS!

AH, YEAH, I UMM... HAVE
OTHER ERRANDS ON THIS
SIDE OF TOWN.

THE HEROES ARE
GETTING CLOSE. LIKE
MICHAEL COHEN, WE
NEED TO PIVOT FAST.

OUR BOTS ARE TOO
GOOD, THEY'LL NEVER
CATCH ON. LET'S KEEP
GOING!

WE DON'T WANT TO GET
FYRE FESTIVALED - LET'S
EXIT WHILE WE ARE
AHEAD.

WE WERE UNABLE TO
TRACK DOWN WHO OWNS
THE PO BOX.

HMMMMMM.

OK. GO TO BANK OF THE TOWN
AND ASK FOR PEGGY. SHE WILL
HELP GET TO THE BOTTOM OF IT.

WE HAVE, HOWEVER, IDENTIFIED A
PUBLISHER ID RELATED TO TRAFFIC
BEING SPOOFED.

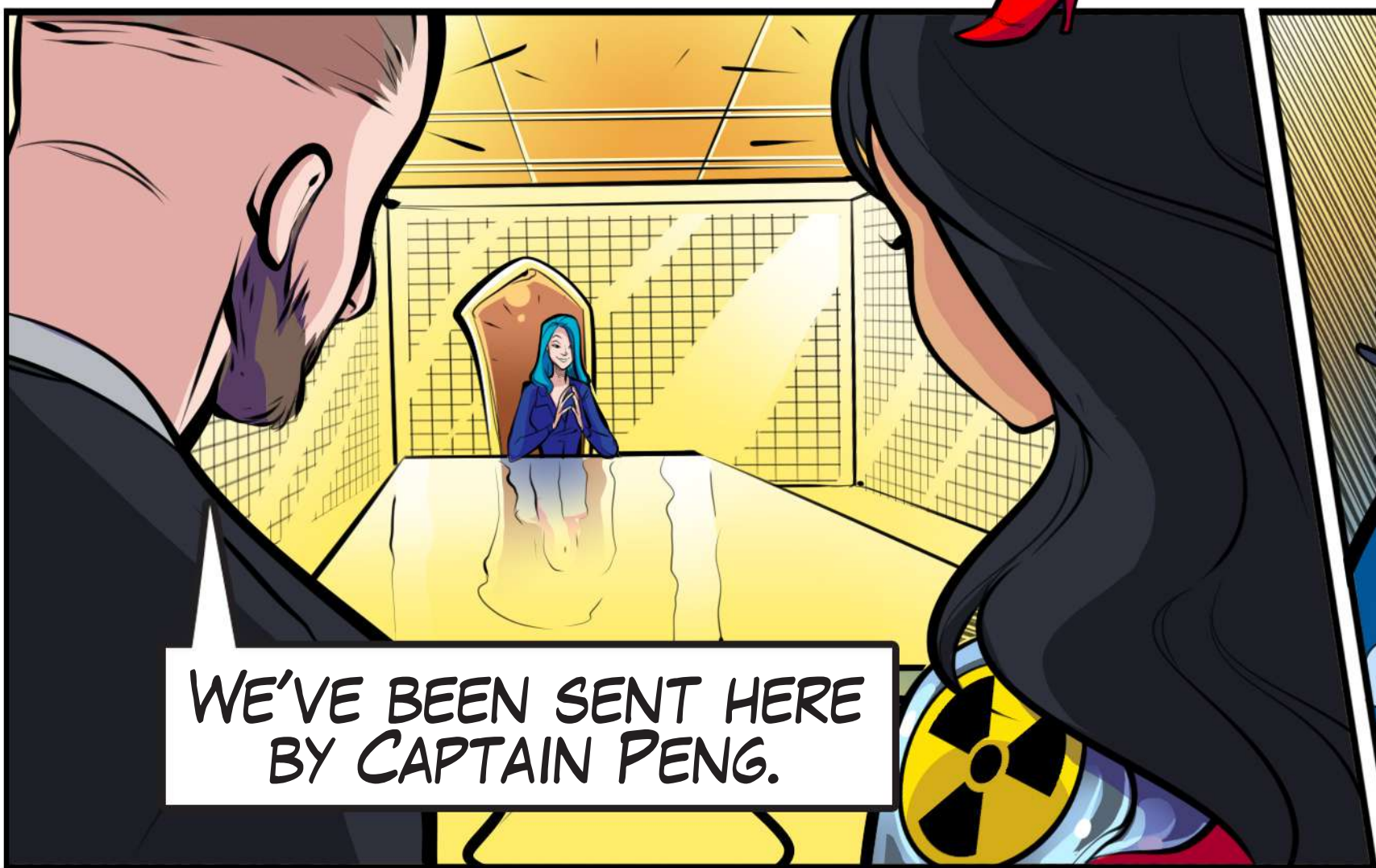
YEAH, IT APPEARS THE POPULAR
ANTI-BOT APP IS DRIVING FAKE
INSTALLS.

BANK OF THE TOWN

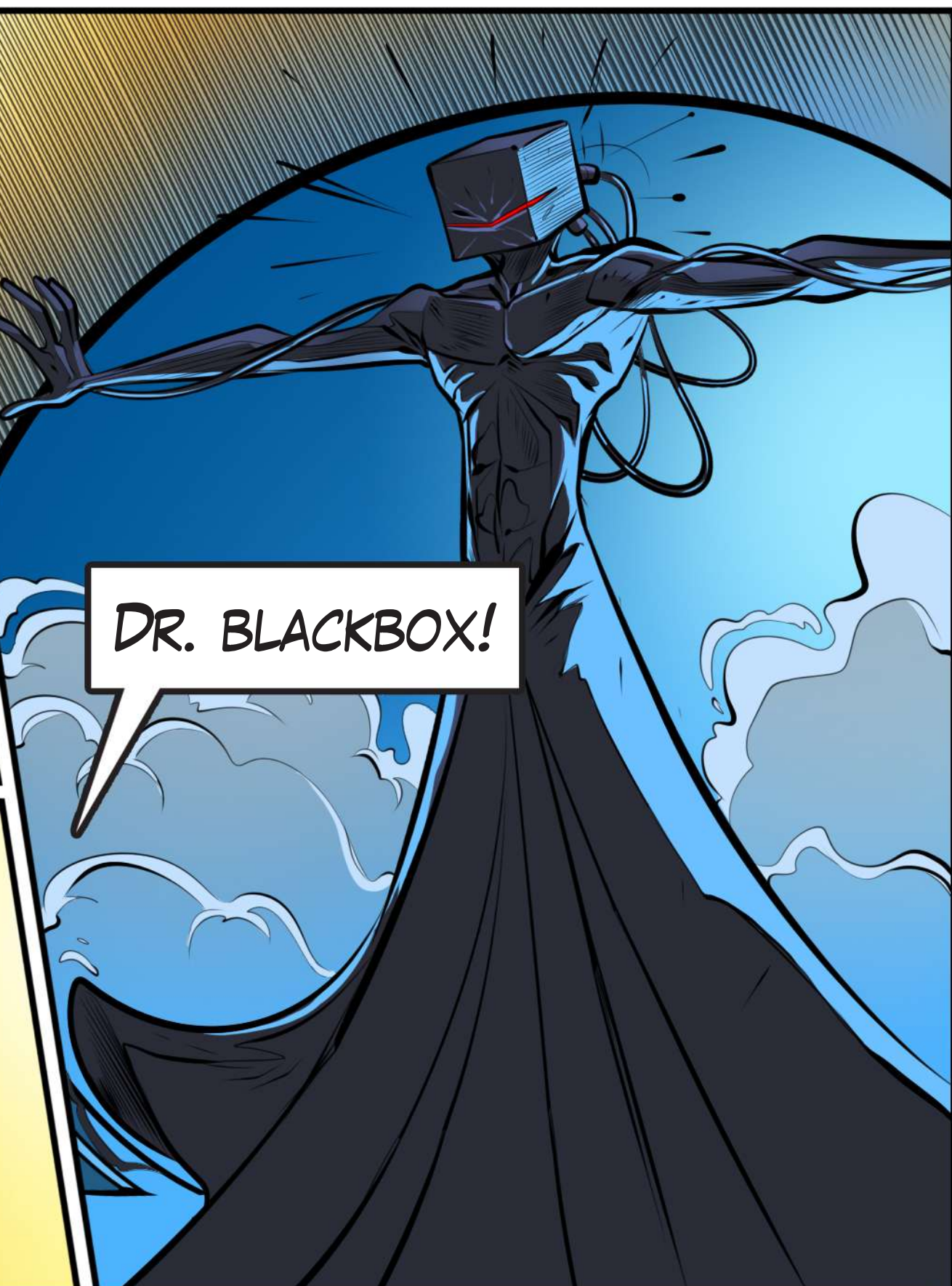
I'LL WAIT OUT HERE.



FOLLOW ME... I'LL TAKE YOU TO PEGGY.



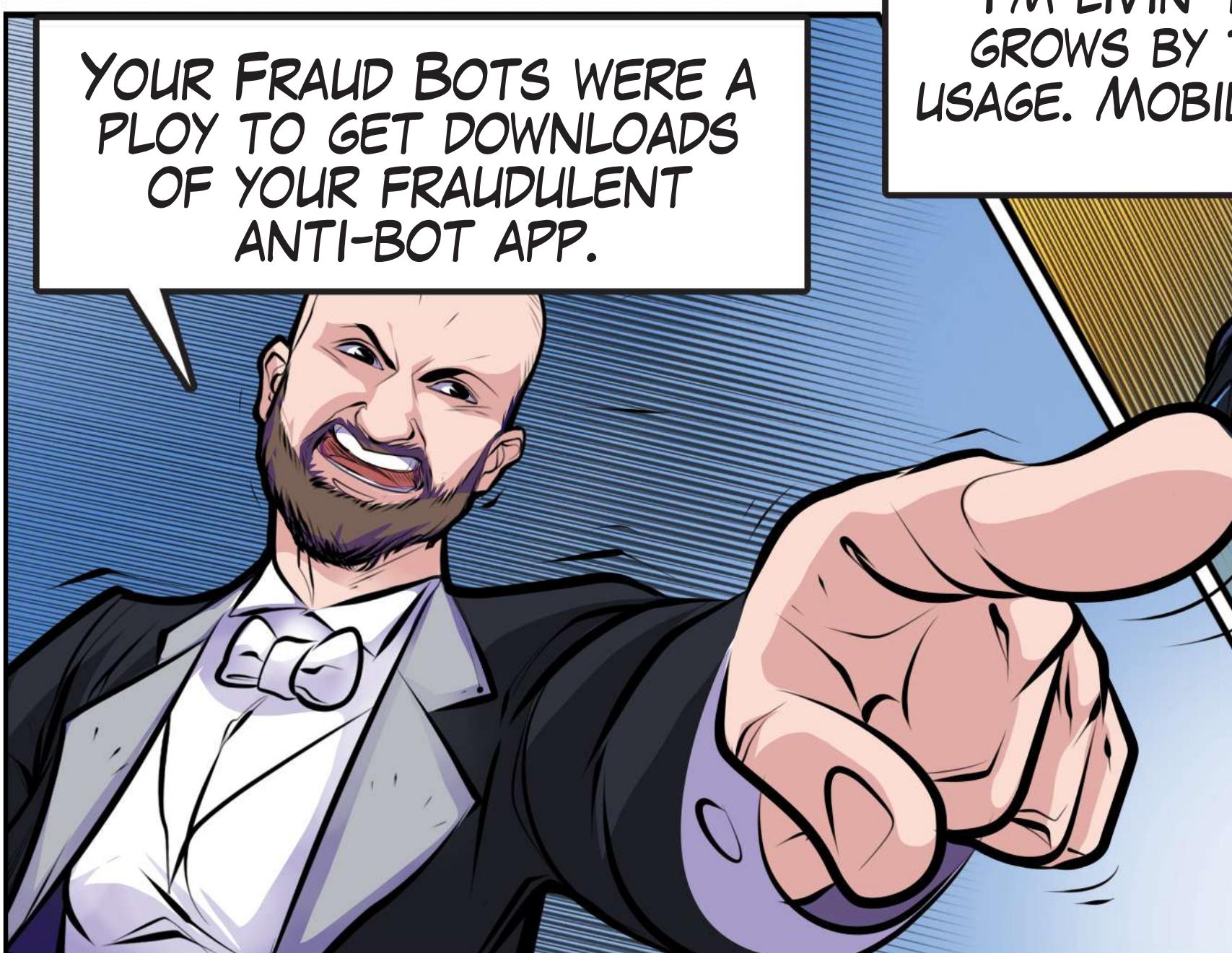
WE'VE BEEN SENT HERE BY CAPTAIN PENG.



DR. BLACKBOX!

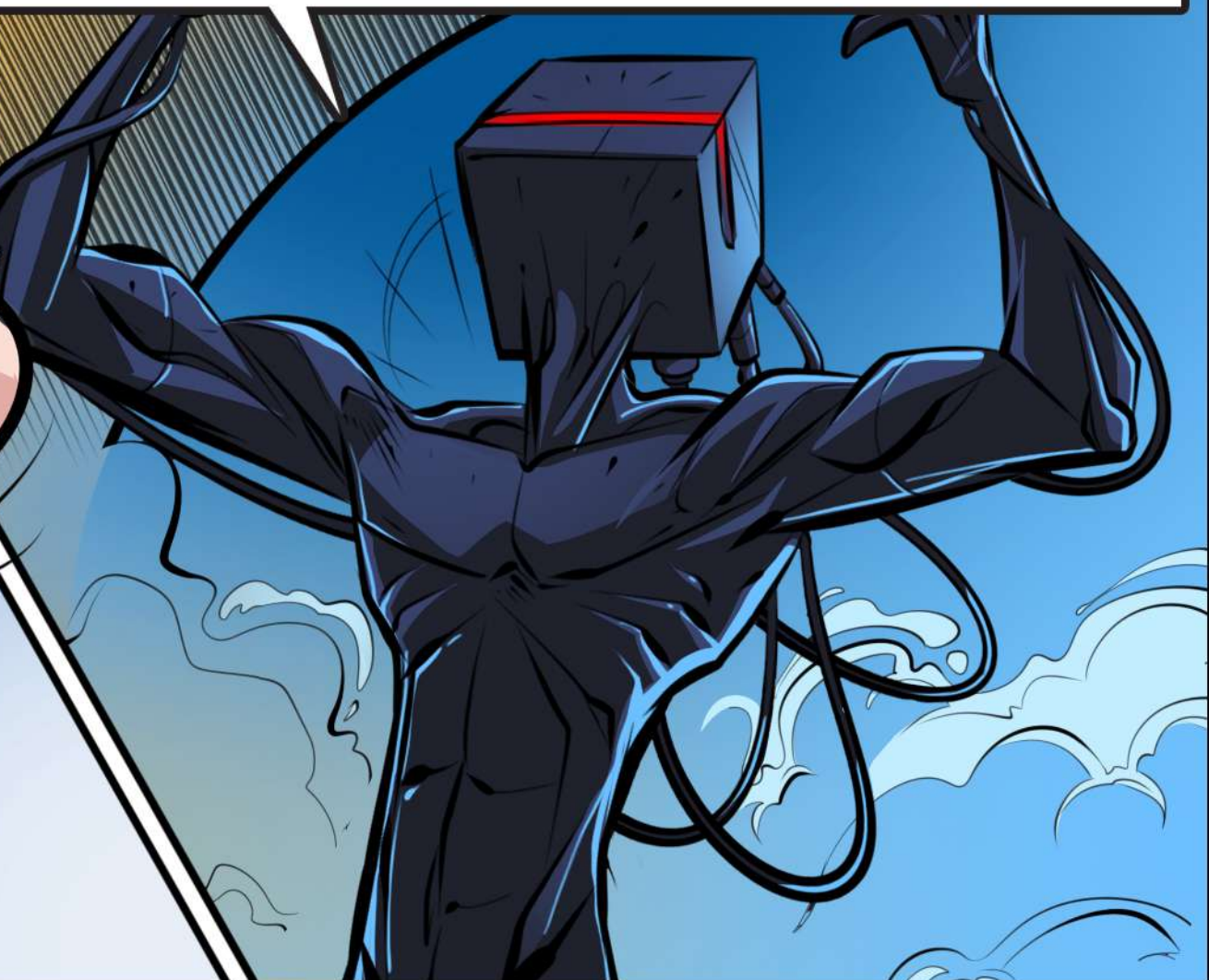


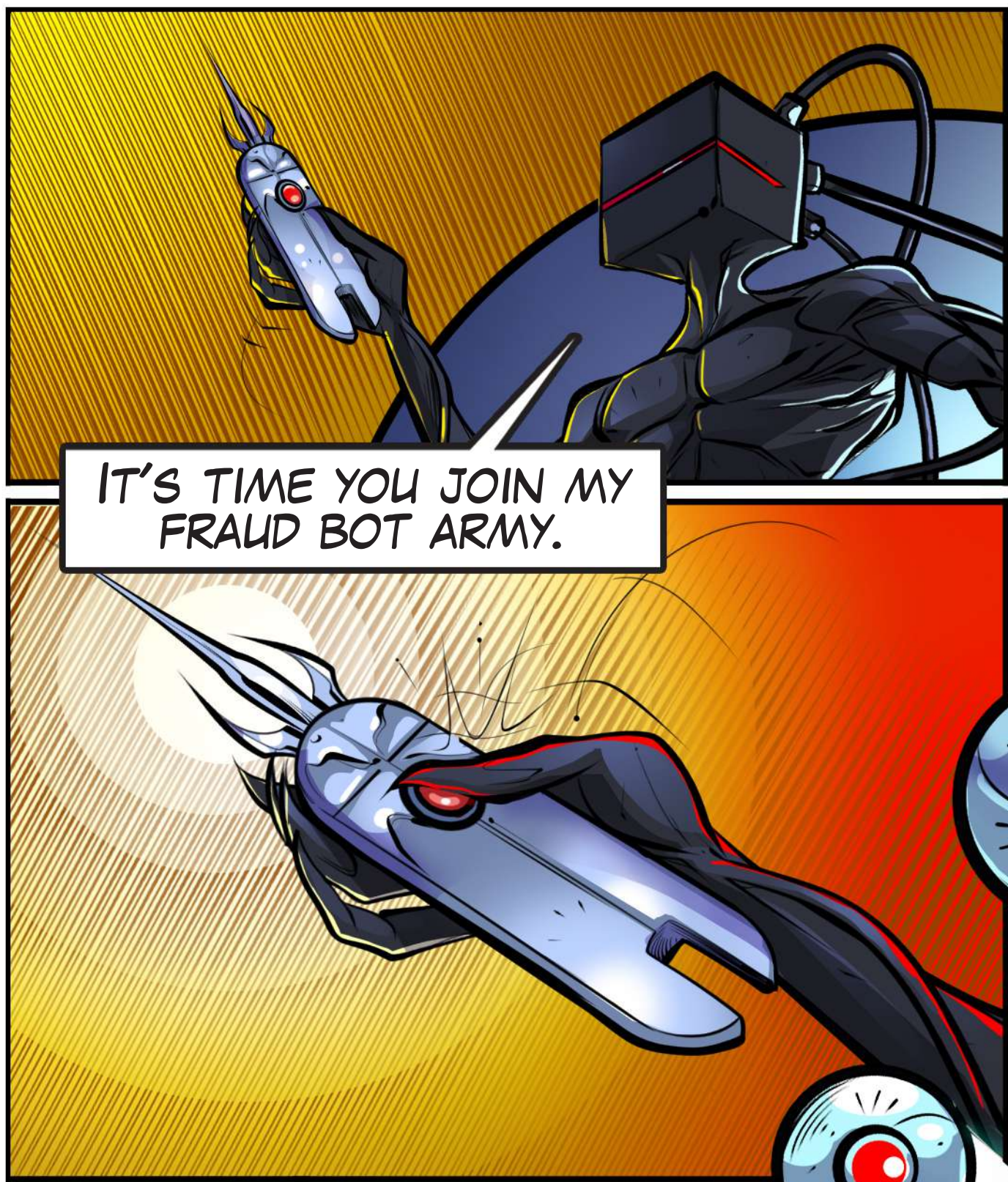
I'VE BEEN EXPECTING YOU. YOU'VE FALLEN FOR OUR TRAP!



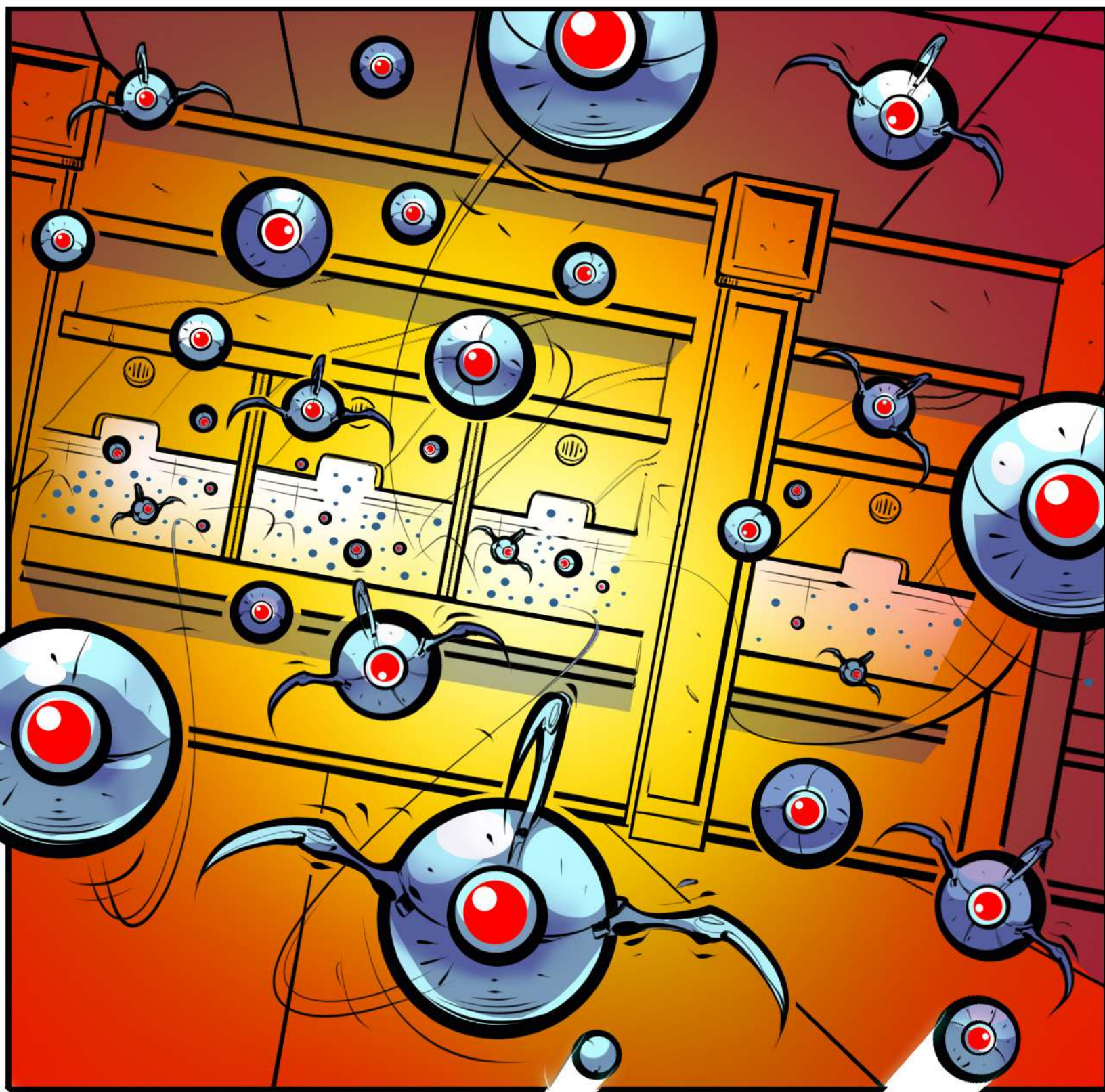
YOUR FRAUD BOTS WERE A PLOY TO GET DOWNLOADS OF YOUR FRAUDULENT ANTI-BOT APP.

I'M LIVIN' BY BEST LIFE. OUR BANK ACCOUNT GROWS BY THE DAY FROM SPOOFING REAL APP USAGE. MOBILE MARKETERS HAVE NO IDEA WE ARE FAKING INSTALLS!





IT'S TIME YOU JOIN MY FRAUD BOT ARMY.

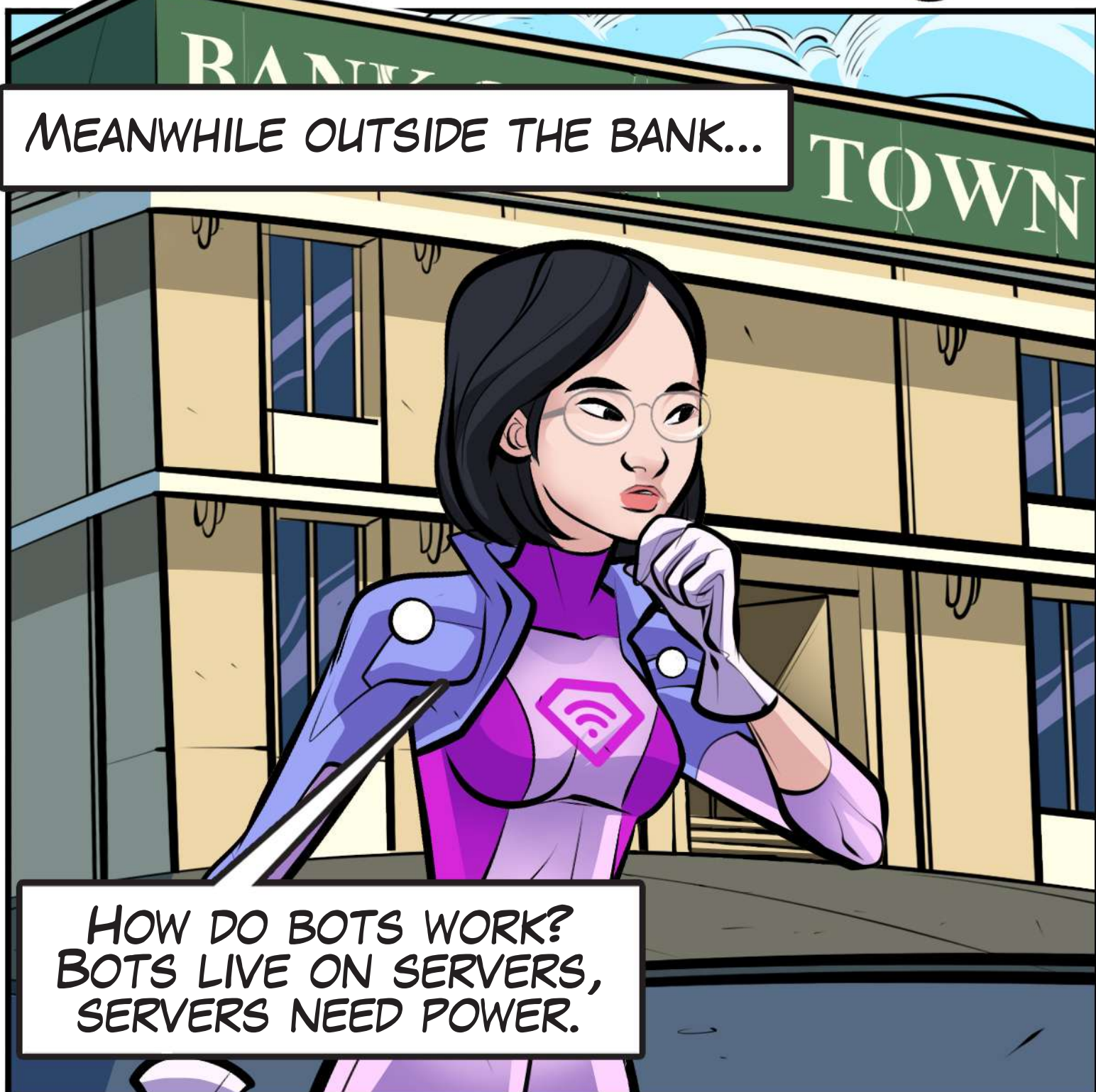
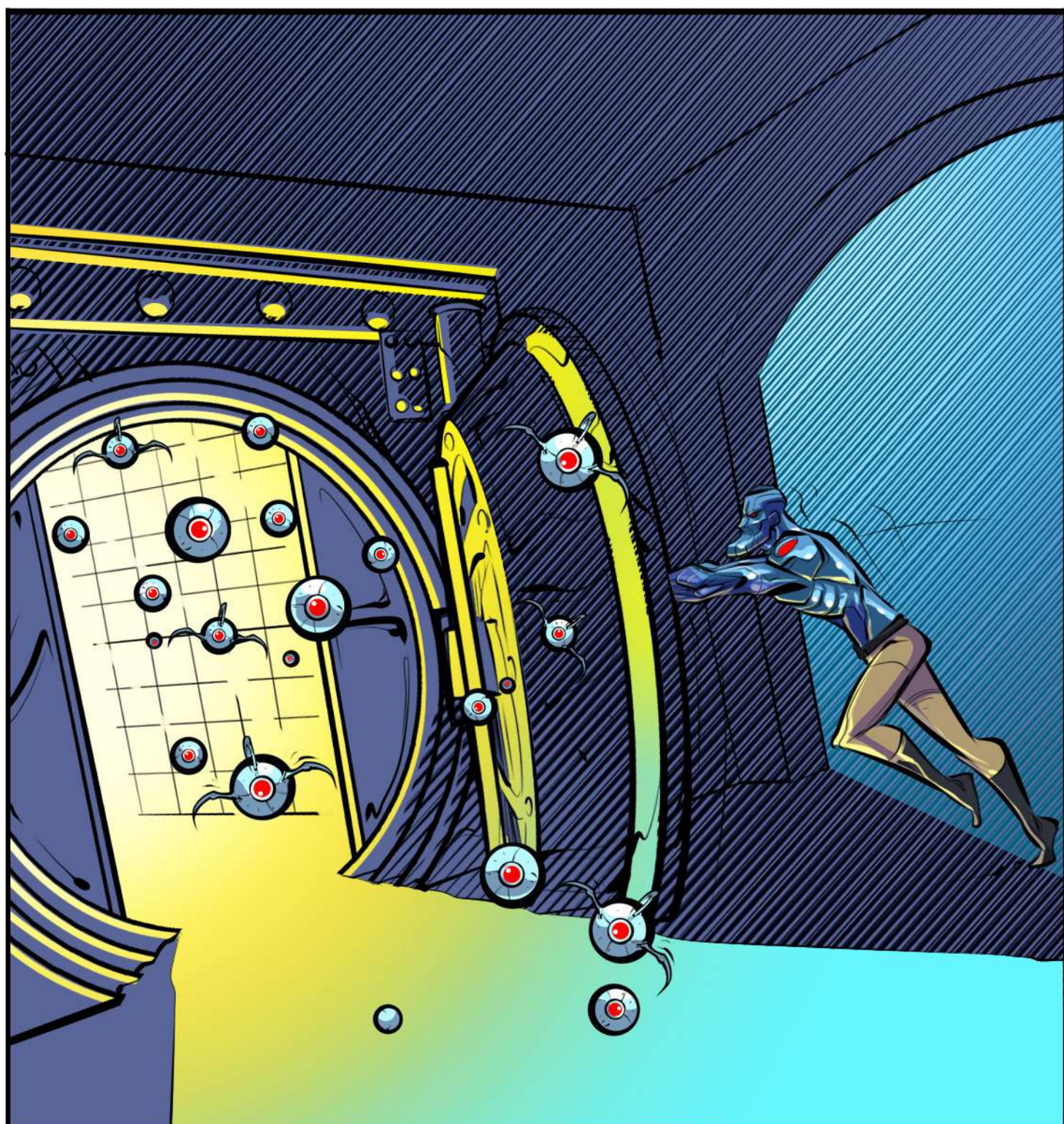


NEVER! GYRO, BUST YOUR MOVE.



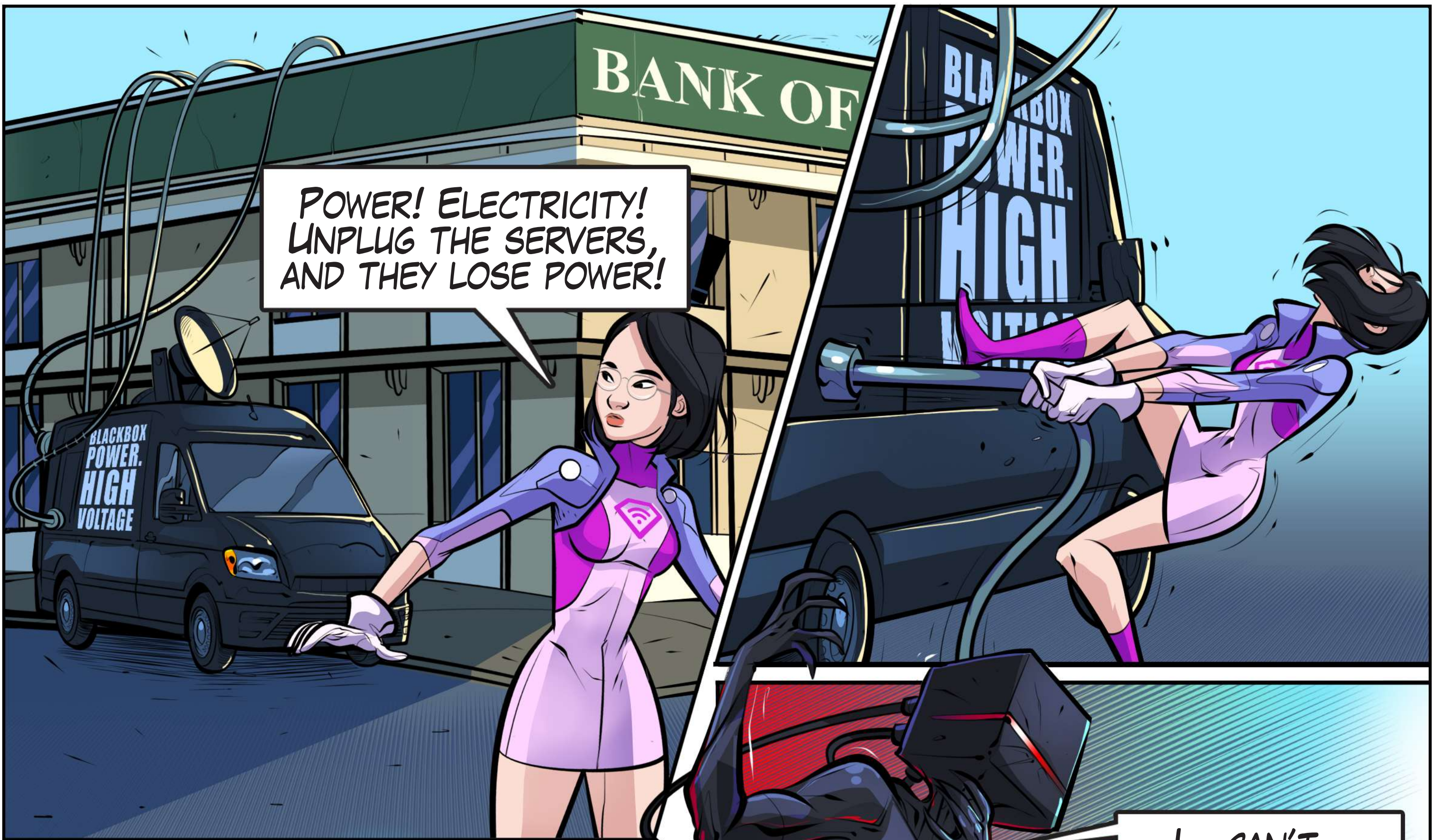
YOU CAN'T BREAK OUR ATOMIC SHIELD.

IT'S ONLY A MATTER OF TIME, YOU CAN'T DANCE FOREVER. CLOSE THE DOOR!

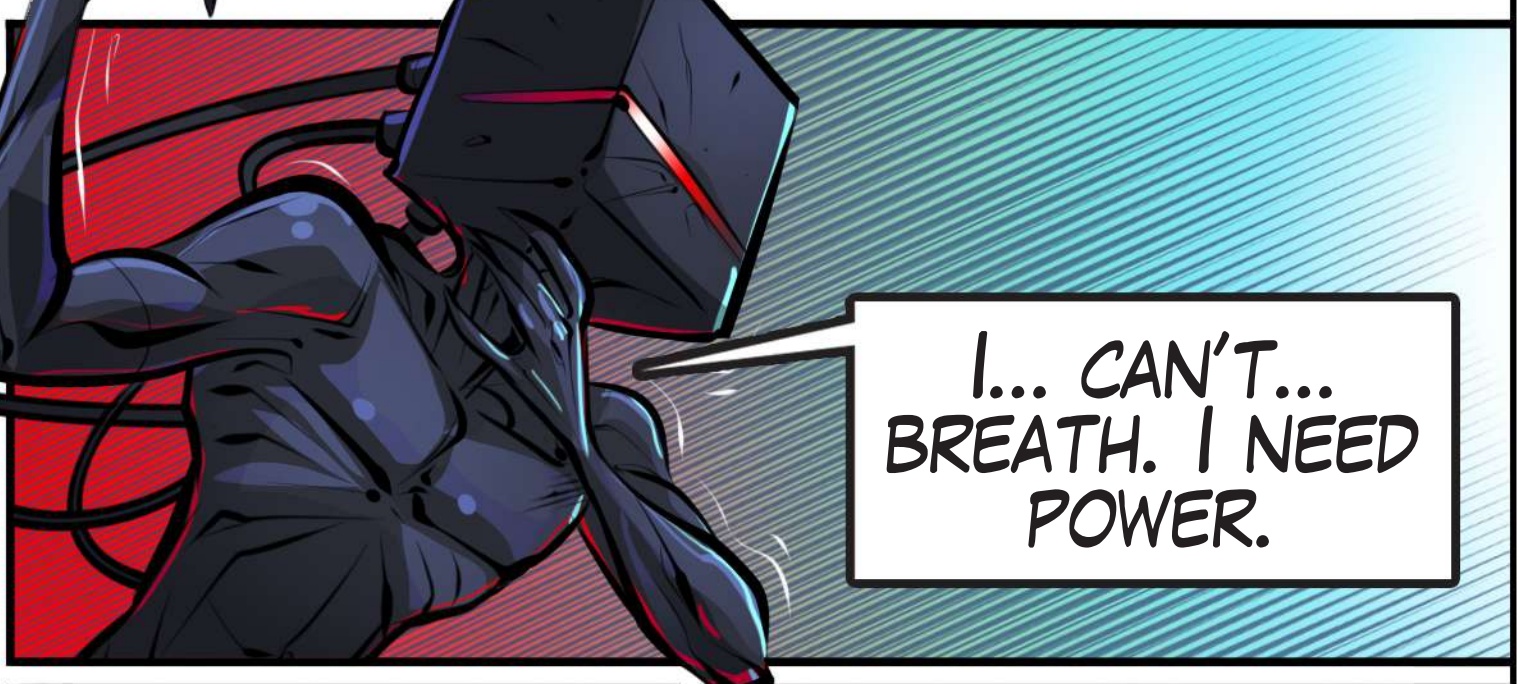
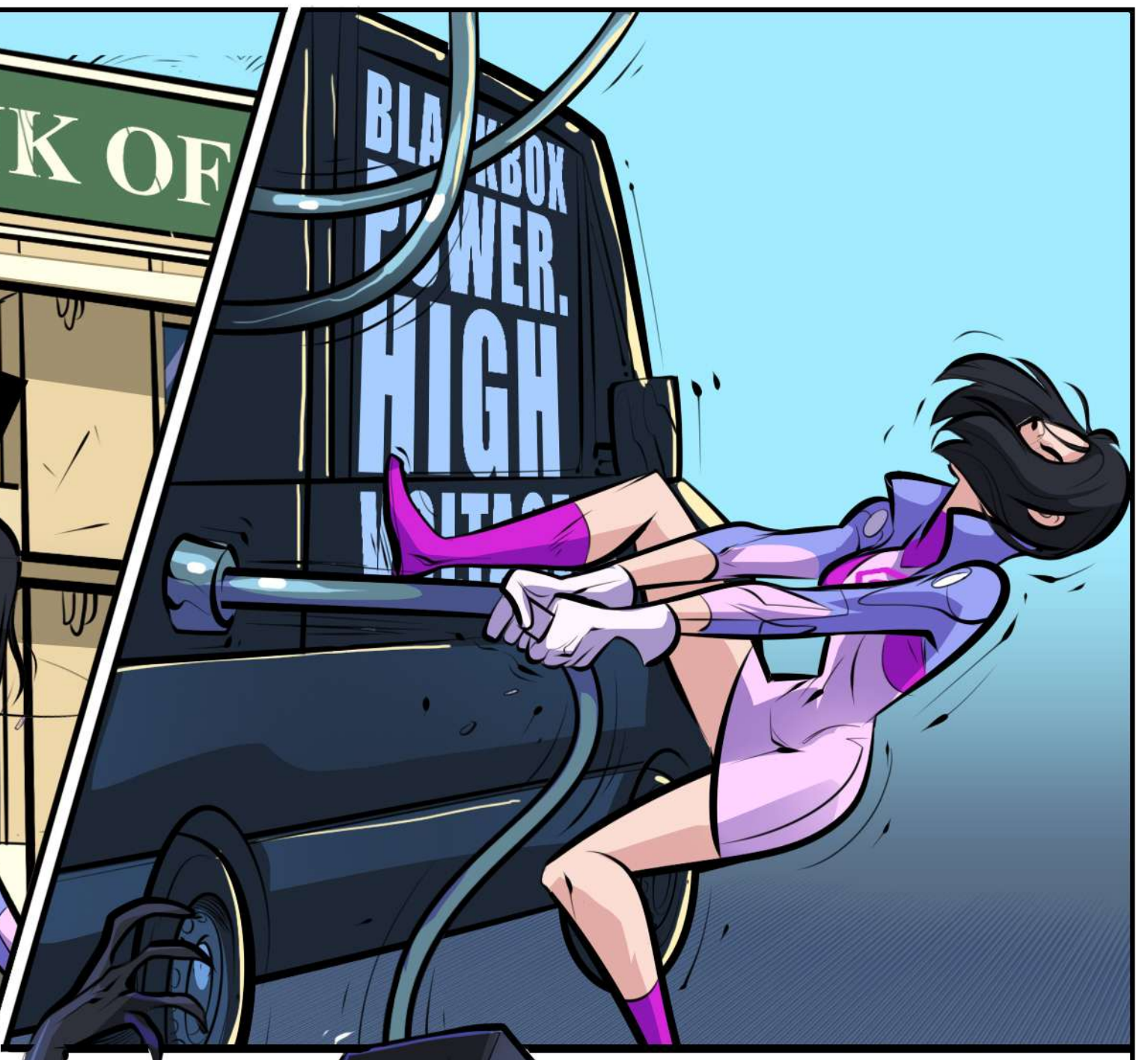


MEANWHILE OUTSIDE THE BANK...

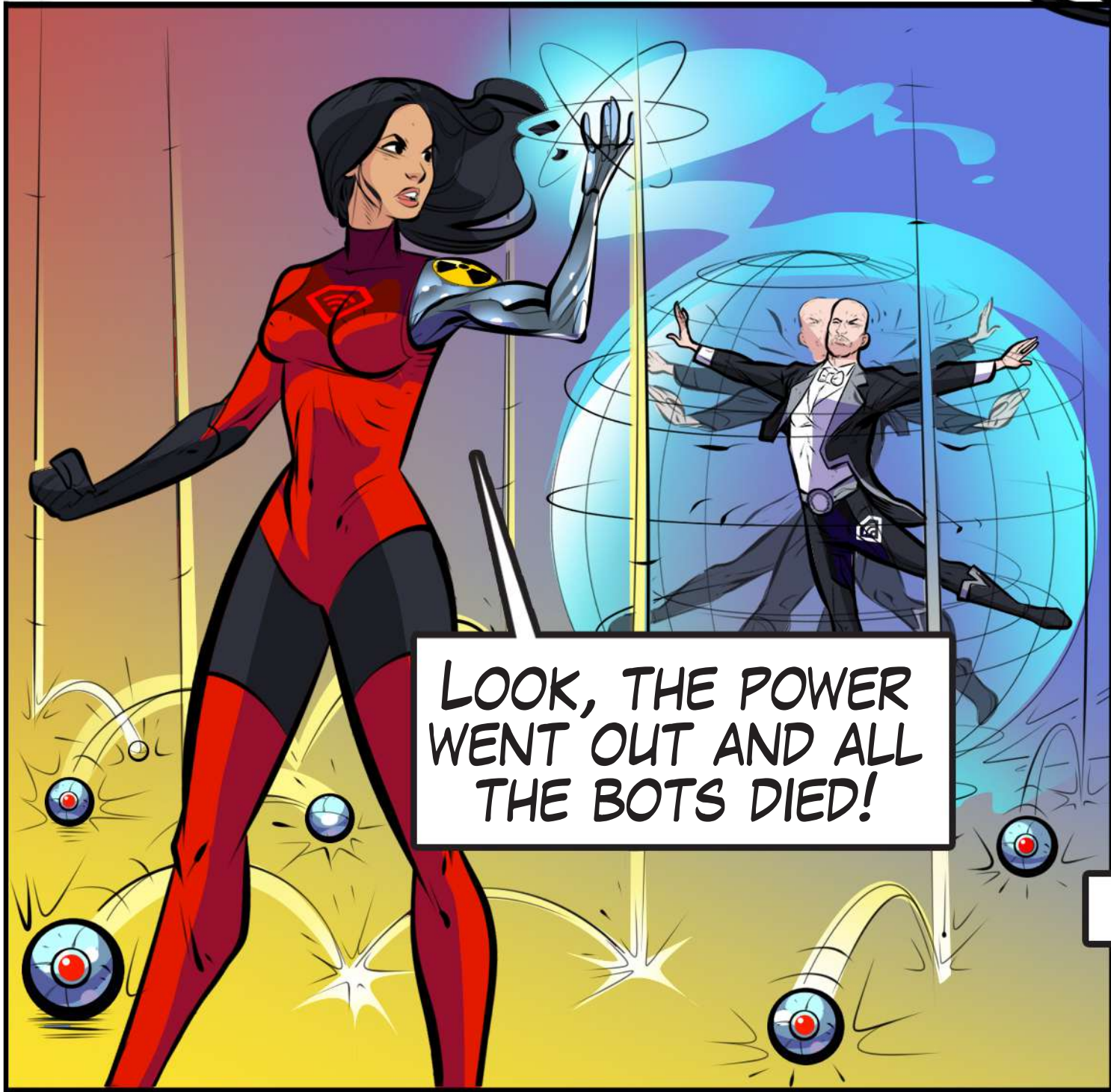
HOW DO BOTS WORK? BOTS LIVE ON SERVERS, SERVERS NEED POWER.



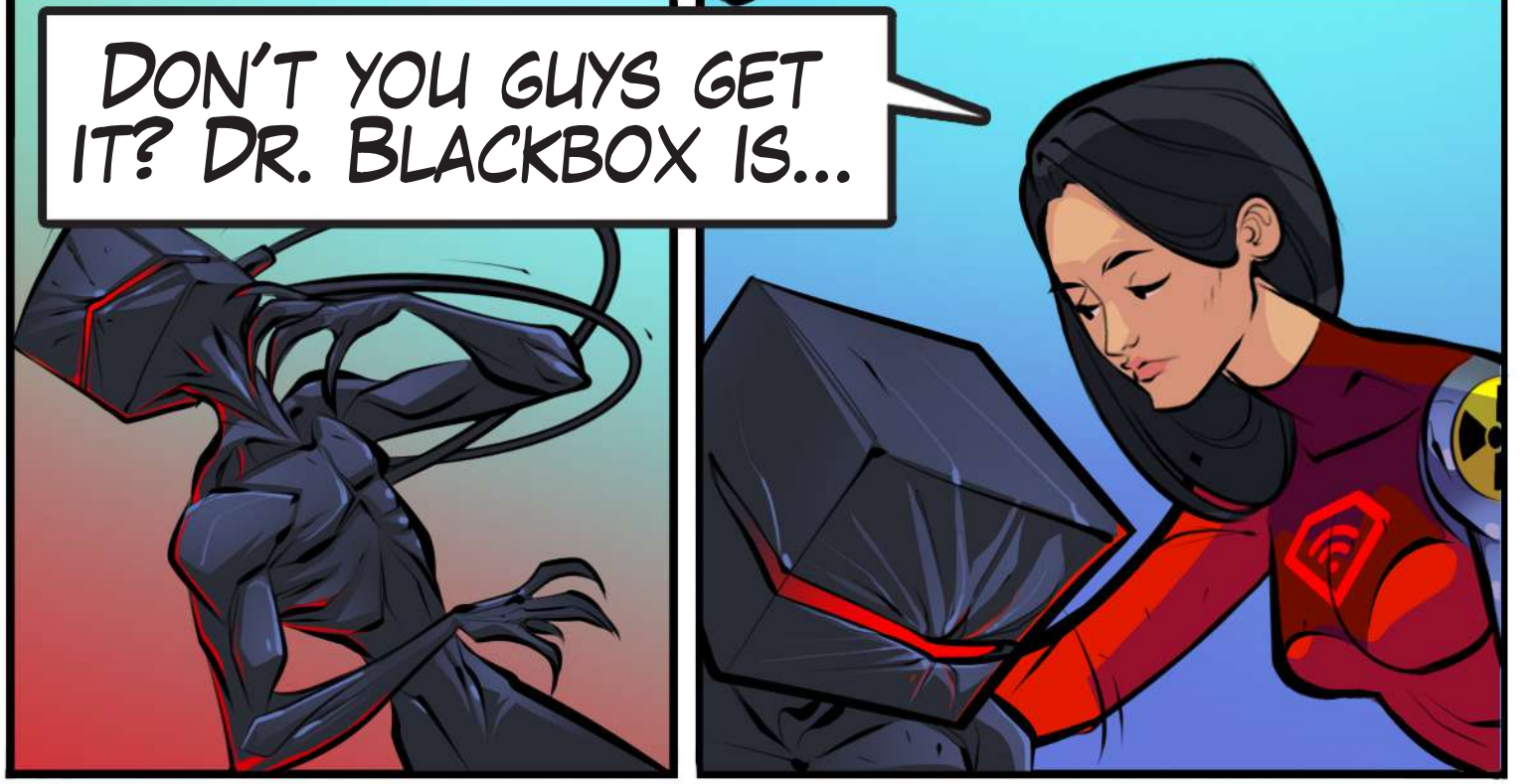
POWER! ELECTRICITY!
UNPLUG THE SERVERS,
AND THEY LOSE POWER!



I... CAN'T...
BREATH. I NEED
POWER.



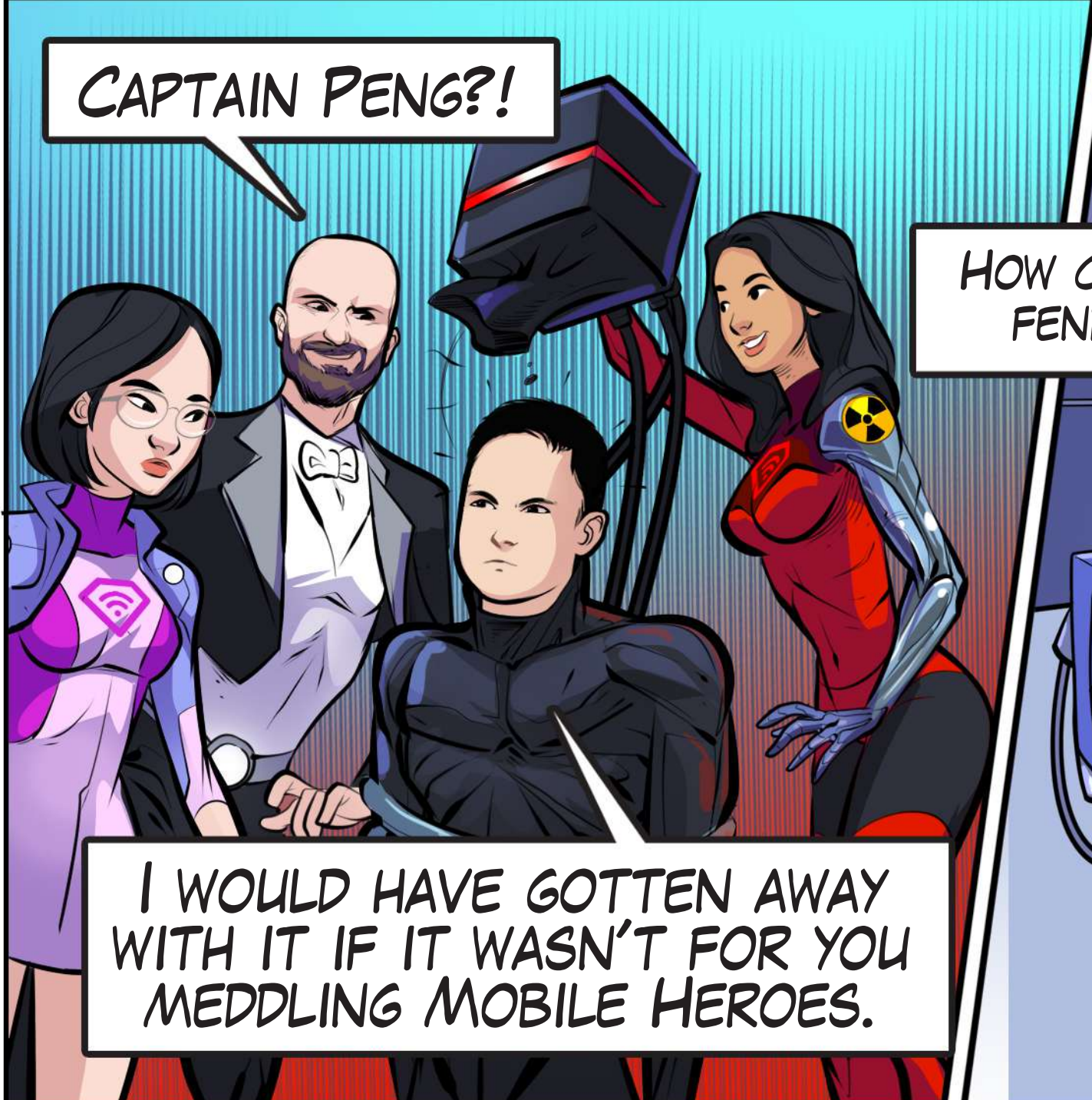
LOOK, THE POWER
WENT OUT AND ALL
THE BOTS DIED!



DON'T YOU GUYS GET
IT? DR. BLACKBOX IS...

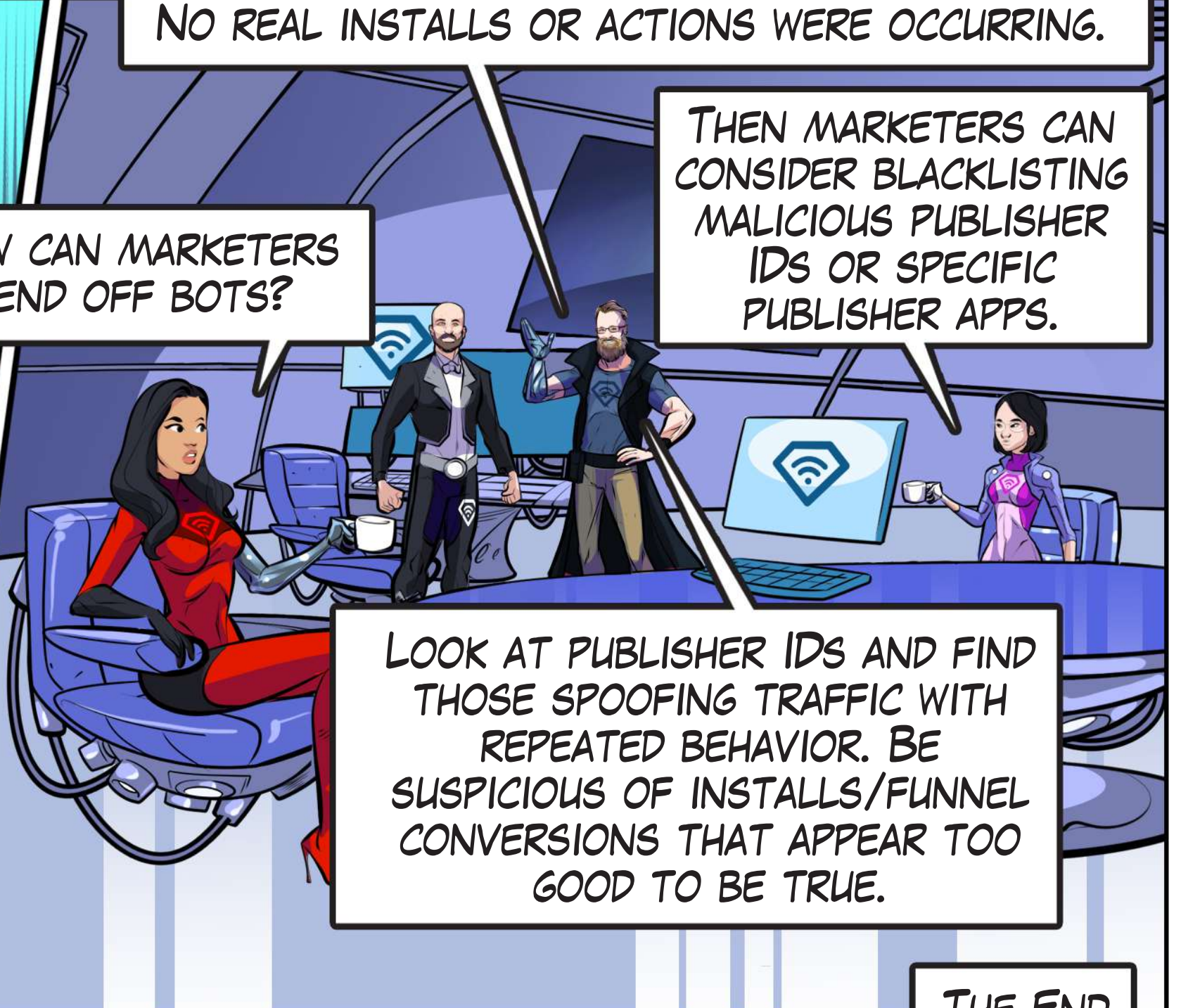
LATER THAT DAY IN THE HEROES LOUNGE...

FRAUD BOTS WERE BUILT IN THE APP TO SIMULATE
AD CLICKS, INSTALLS, AND ENGAGEMENT. THE FAKE
DATA WAS THEN SENT TO ATTRIBUTION PROVIDERS.
NO REAL INSTALLS OR ACTIONS WERE OCCURRING.



CAPTAIN PENG?!

I WOULD HAVE GOTTEN AWAY
WITH IT IF IT WASN'T FOR YOU
MEDDLING MOBILE HEROES.



HOW CAN MARKETERS
FEND OFF BOTS?

THEN MARKETERS CAN
CONSIDER BLACKLISTING
MALICIOUS PUBLISHER
IDS OR SPECIFIC
PUBLISHER APPS.

LOOK AT PUBLISHER IDS AND FIND
THOSE SPOOFING TRAFFIC WITH
REPEATED BEHAVIOR. BE
SUSPICIOUS OF INSTALLS/FUNNEL
CONVERSIONS THAT APPEAR TOO
GOOD TO BE TRUE.

THE END