WEBINAR

Taking the Fight to the Fraudsters

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What We'll Cover

1. The history and current methods of spoofing installs
2. Practical advice to assess if your app might already be compromised
3. Which countermeasures work - and which do not - when it comes to spoofed installs

Meet the Panelists

Andreas Naumann
Director of Fraud Prevention

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Dennis Mink
VP Marketing

LIFTOFF

Matt Sadofsky
Former Head of Marketing

STUDIO

Founded in
2012

Berlin
Headquarters

Apps helped
32K

Mobile Measurement made easy: Adjust unifies all your marketing activities into one powerful platform, giving you the insights you need to scale your business.

Spoofing

Andreas Naumann

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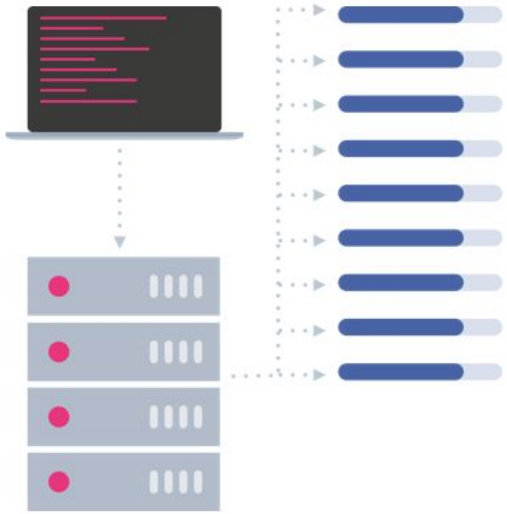
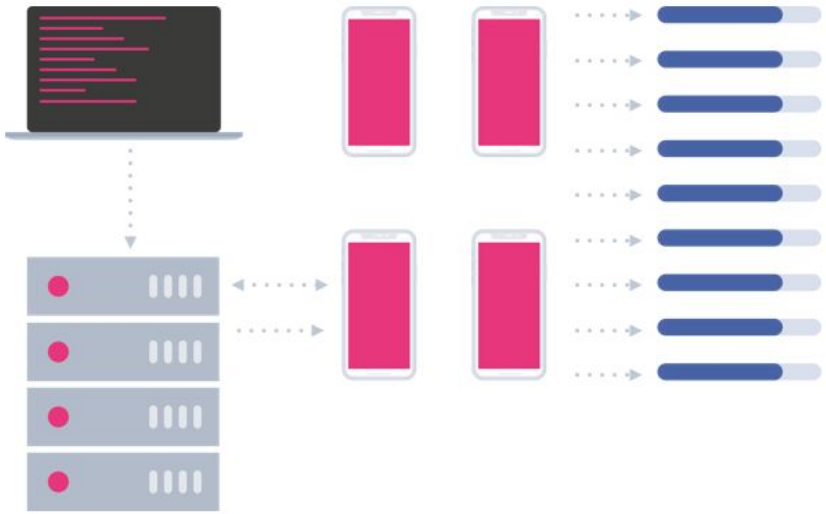
Fake Installs



Spoofed Installs



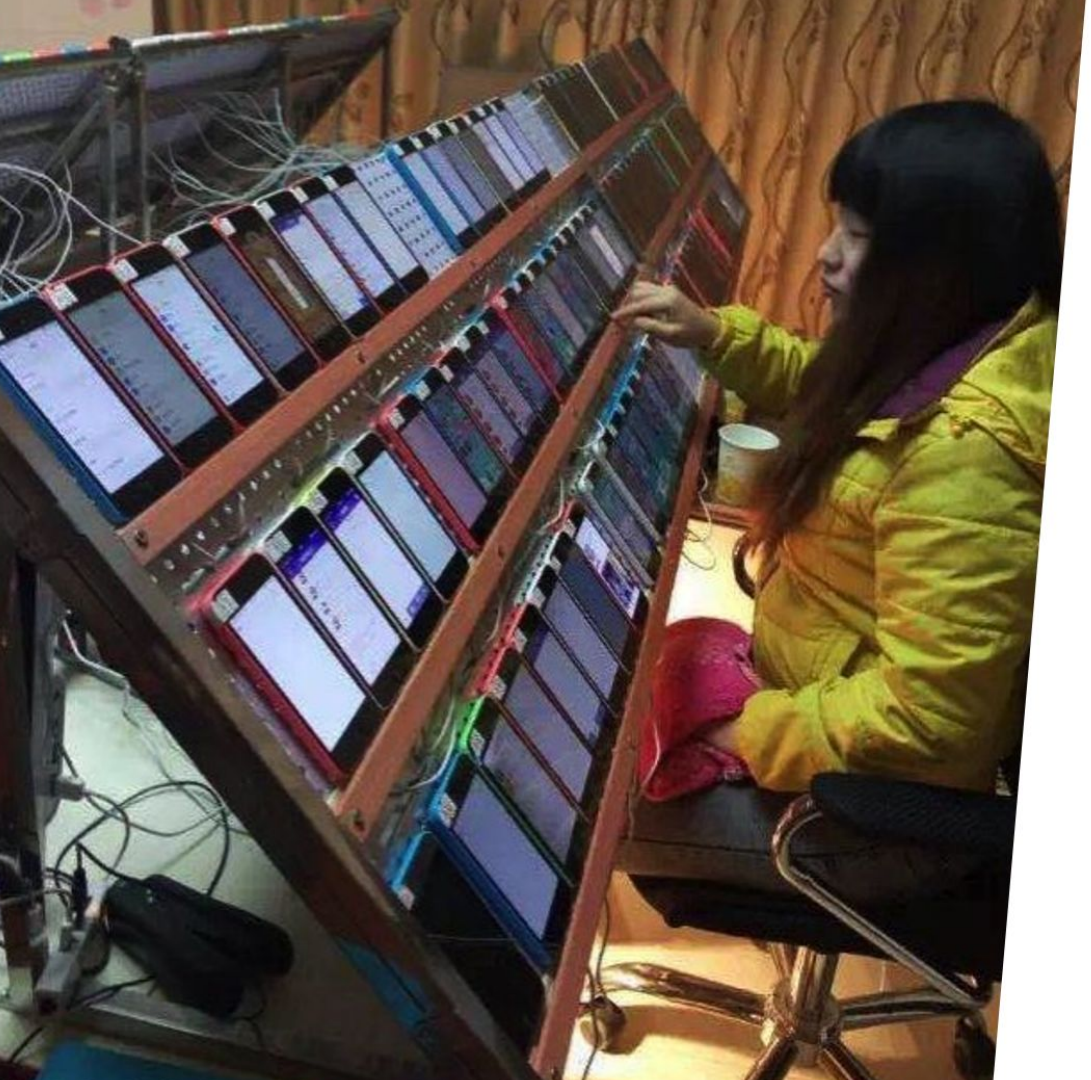
Fake Installs

Everything is fake

- Ad engagement
- User
- Device
- Install
- Post install behaviour

Perpetrators MO

- Manual
- or Instrumented
- or Emulation in Virtualized environment



Manual fake installs

- Doesn’t scale
- Expensive to run
- Hard to detect

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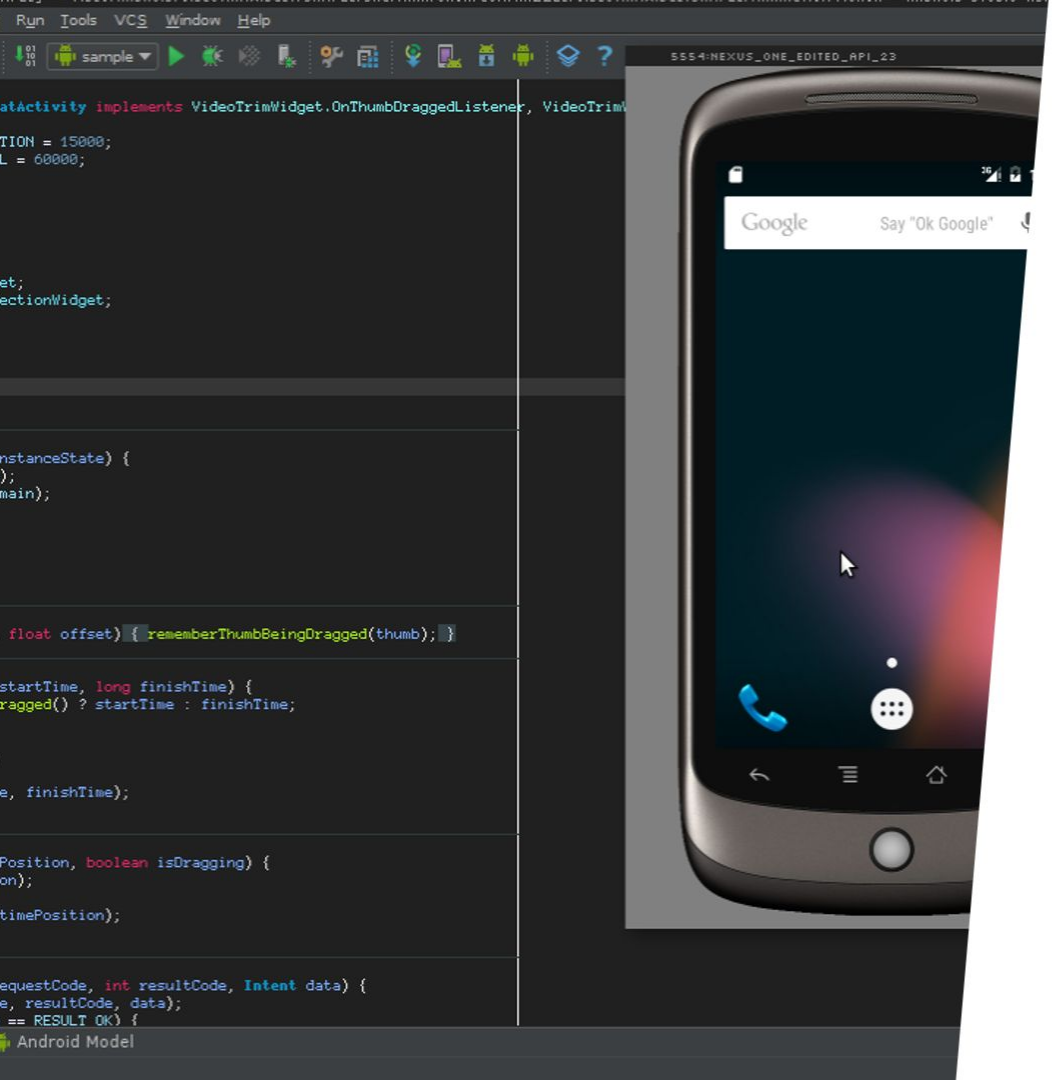
Instrumented fake installs

- Doesn’t scale well
- Still expensive to run
- Easier to detect



Emulated fake installs

- Unlimited scale
- Cheap to run
- Easiest to detect

Spoofed Installs

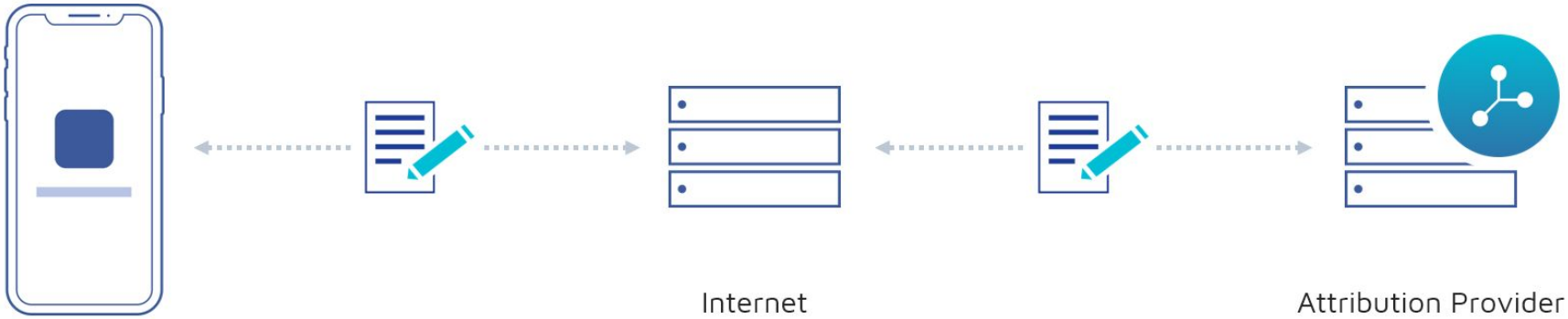
Everything is fake

- Ad engagement
- User
- Device
- Install
- Post install behaviour

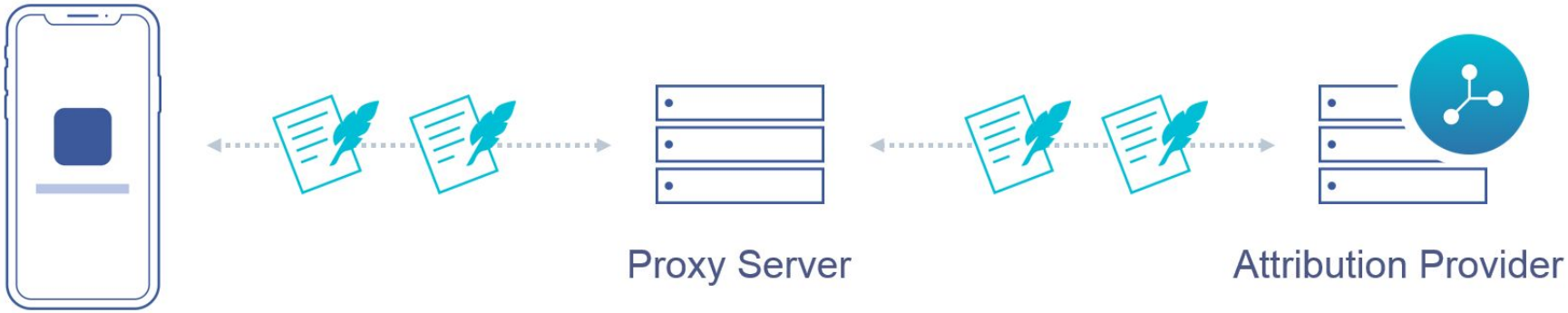
Perpetrators MO

- Evolved from emulation
- MITM Attack to circumvent SSL
- Studying tracking URLs
- Static and dynamic parameters uncovered
- Replay attacks
- Own app acts as proxy

Common data transfer



Proxy traffic



MITM Attack

Replay attack / spoofing

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Spoofed installs

- Unlimited scale
- Cheap to run
- Hardest to detect
- Real apps collect data used in spoofing attack

Q&A

Taking the Fight to the Fraudsters

Thank you!