

FORENSIQ

Relentlessly Fighting Online Ad Fraud.

Forensiq protects you against high-risk traffic sources and provides real-time predictive quality scoring for each visitor that views an ad or completes an action.

FEATURES



Reporting and Alert Management

With Forensiq you can view risk statistics by traffic source to easily identify high-risk traffic. This is based on a customizable reporting interface as well as real-time email alerts.



Simple Integration

Forensiq can integrate into all ad units, digital advertising formats, the most popular tracking platforms, tag management solutions and the RTB environment. Our goal is to make it simple for you to fight online ad fraud everywhere.



Easy Data Export

We make it easy to export detailed information about each action for further examination and analysis. Forensiq provides the transparency you need to manage traffic quality with networks, agencies, DSPs and advertising partners.



Flexible Risk Tolerance

Some campaigns are more sensitive to risk than others. Forensiq lets you leverage threshold driven decision making to customize your risk tolerance on the source, sub source, domain or visitor level.



Real-Time API

Our API lets you receive the Forensiq risk score and aggregate risk statistics in milliseconds. It's a seamless way to incorporate our fraud intelligence into your decision making process and your online platform.



Dedicated Data Science Team

Our clients often refer to our expert data scientists for training, QA and fraud case analysis. At Forensiq we're in this together, so we want you to tap into our expert technical support to get the most out of our service.

We'd Love To Hear From You.

Sales sales@forensiq.com

Partnerships partnerships@forensiq.com

Press Inquiries press@forensiq.com

Call **877-449-1852**

FORENSIQ

TECHNOLOGY



Smart Device Fingerprinting

By collecting the device characteristics of each visitor, Forensiq is able to build a digital persona with a technique we call smart device fingerprinting. This is accomplished without the need for PII and helps isolate repeat fraudulent activity in real-time.



Global Fraud Intelligence Database

Our clients recognize that knowledge is power. That's why they tap into Forensiq's global fraud intelligence knowledgebase to uncover high-risk activity by IPs and device fingerprints.



Cookie Stuffing Detection

We are one of the first companies anywhere to develop an effective way to thwart cookie stuffing. To do this we identify forced clicks generated using hidden iframes, browser toolbars and pop-under windows thus diverting revenue from the true referring source.



Ad Viewability

Using IAB standards we can help you determine if real humans see your ads as well as how long they are viewed. Our solution overcomes the challenges posed by multiple iframes and works with all major browsers.



Device Manipulation Recognition

Forensiq is expert at spotting anomalies in device behavior. We recognize Operating System and Browser manipulation often used by fraudsters to spoof their true identity and simulate real visitor traffic.



Proxy Unmasking

Our Proxy Unmasking technology uncovers proxies, uncompromised computers and botnets. These fraudulent techniques commonly are used to generate fake impressions, clicks and conversions.

Forensiq is proud that we won the 2014 LeadsCouncil LEADER award for Best in Class for Fraud Detection.

