

LEMMONET.

Lemmonet offers a multi channels ad platform for brands to increase awareness and engage users across video, mobile, and influencer marketing.



Goal

Mobile fraud has been hitting the performance space hard. With only a few companies taking mobile performance fraud seriously, large customers grew increasingly frustrated. Lemmonet wanted to take a stand against mobile performance fraud by employing the necessary measures and aimed to deliver 100% fraud-free traffic to their global performance clients.

Outcome

Lemmonet integrated Forensiq into scoring clicks and app installs, filtering out risky traffic prior to the install event. In the first month, the team detected major instances of fraud from several partners and was able to work with them to reduce fraud rates significantly. By filtering fraudulent traffic before the actual install, Lemmonet's traffic quality improved significantly. This proactive anti-fraud stance allowed them to invest in building better partnerships with advertisers and ultimately grow their business.

200M

Scored clicks
per month

86%

Reduction in click
fraud

87%

Reduction in install
fraud



"Forensiq has been a key partner to our business. Since we started to block fraud, we've been able to improve trust with our partners, resulting in us winning more campaigns and, more importantly, longer-running campaigns."

- Augusto Lopez Prieto, CTO