

Publisher best practices

IVT-management

MoPub is committed to our mission of helping developers and publishers monetize their applications and maximize revenue, which is why traffic quality remains a top priority.

App fraud/invalid traffic (IVT) erodes trust in the marketplace, damages the integrity of publishers and their audience data, and ultimately may lead to revenue loss.

In order to earn trust and sustained growth, it is crucial that publishers take proactive measures to reduce their risk of exposure to app fraud/IVT.

Consider these tips

Identifiers

Have you confirmed that your app's information is properly identified in MoPub's UI? Make sure you are using a single bundle ID or Apple Store URL.

SDK integration

Have you recently released a new version of your app? Have you made any changes to your own SDK, to how you integrate with MoPub's SDK, or any additional SDKs? If so, we recommend revisiting these changes to see if they would result in any potential invalid traffic signals.

Testing

Are you performing any tests in a live environment? Be careful that they don't result in ad requests originating from data center IPs.

Traffic acquisition partners

Have you begun working with any new traffic or installation acquisition partners? If you are testing new traffic-driving methods or targeting tactics, make sure that you monitor them closely for abnormal traffic patterns which might indicate IVT.

App-ads.txt

Have you posted an app-ads.txt (authorized digital sellers) file to your app's developer site? We recommend always having this file posted and reviewed regularly to ensure up-to-date and accurate seller information, especially following version updates when the file may accidentally fall off. Please see <https://developers.mopub.com/publishers/best-practices/app-ads-txt/> for additional information.

Refresh rates

Are your ad units refreshing too quickly? We recommend setting ad units to a 30 second refresh rate in order to avoid ad calls being flagged as suspicious.

Detection

Do you have a method of validating that impressions are served to legitimate human users? We recommend reviewing the IVT guidelines and standards set forth by the Media Ratings Council (MRC).

Analytics

Do you regularly review app analytics to identify potential anomalies in your app visitation, such as a high volume of visits from a single IP or users visiting briefly but frequently? See if these users can be tracked to a single point-of-origin.



Red flags!

Review your reporting regularly for abnormal traffic patterns that might indicate IVT, such as high volumes of:

- Users with abnormally similar engagement patterns to one another
- Visitors from a specific range of IP or from known data center IPs
- Users that have been active in the app for unusually long hours
- Users that are particularly active at night time