

## Tech Mpire files patent ahead of TrafficGuard Software as a Service (SaaS) launch

### KEY HIGHLIGHTS

23 April 2018

- Tech Mpire to launch its proprietary fraud mitigation platform as a software as a service for external mobile advertising companies early FY19.
- Digital advertising fraud is forecast to cost advertisers globally US\$19 billion in 2018 and increasing to \$44 billion in 2022, representing a significant revenue opportunity for the company.
- TMP now holds “patent pending” status for new functionality being introduced to its innovative TrafficGuard IP.
- TrafficGuard® to date has blocked over 4 billion fraudulent clicks and installs since its deployment in the Tech Mpire business.
- Currently in talks to establish trial agreements with global Tier 1 mobile advertising customers who want to protect their brands from fraudulent downloads and maximise Return on Investment (ROI).

### Strategy

Tech Mpire is pleased to announce that it now holds “patent pending” status for new functionality added to its proprietary invalid-traffic mitigation technology, TrafficGuard®. This positions the Company to commercialise TrafficGuard through a business-to-business Software as a Services (SaaS) subscription/license revenue model.

### Industry Challenge and Market Opportunity

The mobile advertising market faces a large and growing problem of invalid or fraudulent mobile app installs. Digital advertising fraud is forecast to cost advertisers circa US\$19 billion in 2018, and predicted to increase to \$44 billion to 2022<sup>1</sup>.

In mobile app marketing, where Tech Mpire specialises, the methods used to create systemic fraudulent app downloads are increasingly sophisticated as they attempt to capture a share of the multi-billion dollar global advertising budgets.

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<sup>1</sup> [Juniper Research](#), 2017

## Solution

TrafficGuard detects and blocks fraud at the click-level (before app download) as well as attribution and post-attribution levels (post-download). TrafficGuard's ability to identify fraud at the click, before an install occurs, is innovative and provides a strong competitive advantage.

Competitors generally analyse fraudulent downloads after they have occurred and some are able to block General Invalid Traffic (GIVT) at the click. TMP is not aware of any other solution blocking Sophisticated Invalid Traffic (SIVT) at the click level. As well as protecting advertising budgets from being spent on fraudulent installs, blocking at the click level enables faster campaign optimisation ultimately driving advertising return on investment (ROI).

Commenting on TrafficGuard, Interim CEO Mathew Ratty says "TrafficGuard has proven success in blocking GIVT at the click since its initial deployment in 2016. Development of a number of complex algorithms, feedback mechanisms, and statistical analysis based on billions of data points has allowed us to develop a system that can now mitigate both GIVT and SIVT at the click."

"Commercially this means that the advertiser who is paying for these app installs is paying for quality users who are likely to use their app or make in-app purchases. Once an advertiser is satisfied with this, they scale up very quickly as they know their ROI is being satisfied."

"Most sophisticated advertisers use solutions generally provided by their Mobile Measurement Platforms (MMPs) for reporting on the amount of fraudulent activity in their traffic. Varying in sophistication, these solutions are commonly *reporting* rather than actively *mitigating* fraud and occasionally providing some blocking after the install has occurred. This reactive process limits campaign ROI." said Ratty.

TrafficGuard will adopt a volume based subscription model, similar to models used by other SaaS products.

## Patent Pending

TrafficGuard has been invented and developed internally by Tech Mpire's team of data scientists and software engineers based on analysis of billions of data points for fraudulent activity. The significant intellectual property and extensive data set provide a unique offering and significant barriers to entry.

Tech Mpire is pleased to announce that it now holds a "patent pending" status for its invention to detect and prevent mobile ad fraud, ahead of its commercial launch of TrafficGuard Software as a Service (SaaS).

## Outlook

The company is currently in early discussions with top advertising agencies to trial the system between now and July 1<sup>st</sup> 2018. TMP expects the full launch of TrafficGuard to be available from July 1<sup>st</sup> 2018.

“Tech Mpire has become highly effective at mitigating fraud within its performance marketing division and has proven to protect advertisers ROI by identifying billions of fraudulent clicks and installs. We are confident that TrafficGuard addresses an industry problem and can be used to ensure quality downloads occur” said Mathew Ratty.

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