

FocusOn | Fraud-Free Media Buying

Removing the threat of fraudulent programmatic media buying



With mobile activity on the rise, marketers have invested over \$50 Billion in mobile ads over the course of 2016. These numbers are only going to increase, and unfortunately so is the fraudulent media spend that comes along with it. At Focus USA we are fighting fraudsters with our 1st party Device ID's that have been deterministically linked back to active email addresses. With this solution, we have effectively eliminated the potential for fraud at the data level for your next campaign. With fraudsters reported over 40% of programmatic ad buys, protect your brand against Non-Human Traffic by targeting **Real People, on Real Devices, with Real Results.**

Benefits

- Real People! - 100% Individual Match
- Cross channel promotion
- Measurable results
- Eliminate fraud

Media Breakout

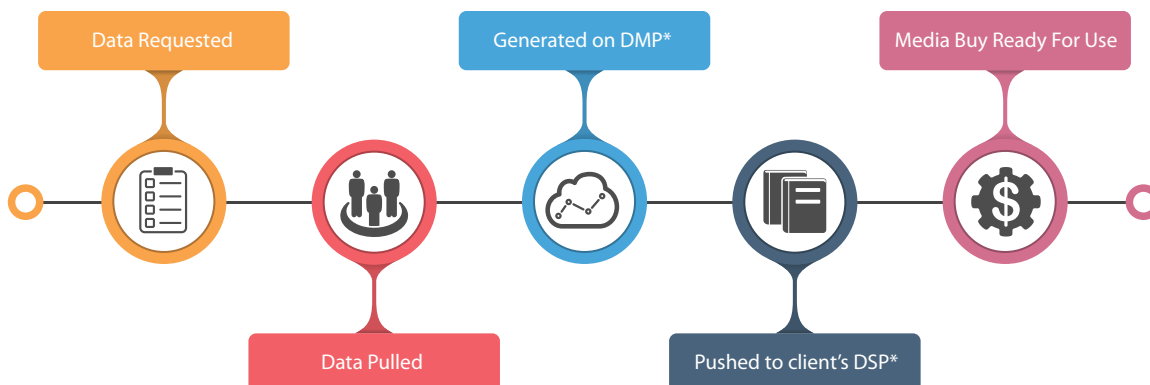


Mobile Device ID
(1st Party App Data/
Geo Fencing/App Activity)

Email Address
(Demographic/Psychographic/
Buying Behavior/etc.)

Postal Address
(Lifestyle & Interests/
Trigger & Life Event/Credit
& Garage Data/etc.)

Media Transfer Process



*DMP = Data Management Platform
*DSP = Demand Side Platform

