



## How Evina Anti-Fraud solution helped Telecoming increasing revenues

Telecoming is the leading technology developer in digital services monetization. The international company is an expert player in the Mobile Payments and Adtech industries since 2008. Telecoming helps brands grow in the digital environment.

### CONTEXT & OBJECTIVES

To make digital campaigns successful, marketers need to ensure their ad spend is being used to reach real people. Whether we like it or not, ad fraud does exist in the digital ecosystem and it costed over \$34 billion to the industry globally in 2019 (over 25% of total ad spend)\*.

Fake ad traffic distorts KPIs and ROI which make it very difficult for marketers to adapt properly their strategy of investment.

By integrating Evina's anti-fraud solution, Telecoming objective is to identify malicious traffic and behaviours to optimize digital marketing investments.

**Cyrille THIVAT**

CEO, Telecoming

*"It is impossible to fight fraud without relying on technological innovation. It's not just about protecting the brand, it's also about protecting the business. This is what Evina's expertise brought to our marketing strategy. You have to protect the ads themselves to guarantee that digital advertising results in real engagements."*

## APPROACH

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Telecoming has integrated Evina's anti-fraud system based on AI to monitor all its digital campaigns. The solution detects all Invalid Traffic in real-time and Evina's experts closely collaborate with Telecoming marketing team to analyse any suspicious activities.

### Fernando COLMENAR

IT AdTech Manager, Telecoming

*"Like all investment markets, trust and transparency have a significant impact on digital advertising. We need tech to target the correct audience and detect fraudulent advertising activities efficiently. Today all digital businesses need to prevent, avoid and solve fraud attacks because the danger in the online industry evolves continuously."*

With the possibility to detect and block all fraudulent traffic, Telecoming was able to optimize its digital advertising investments, identify the best acquisition channels and test new sources more safely.

## RESULTS

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At the end of Q1 2020, **Telecoming's global fraud rate was below 1%**, and it had a direct positive impact on its business KPIs and acquisition costs (vs Q4 2019).

**+8%**

**LIFETIME VALUE**

**+5%**

**ENGAGEMENT**

**-6%**

**CHURN RATE**

- By improving its users Lifetime Value, Telecoming increases its profitability.
- By acquiring only real users, churn rates decreased as well as engagement from end-users was improved.