



## **Clickky and Forensiq announce a partnership to battle mobile fraud**

### ***Clickky partners with Forensiq to increase efficiencies around monitoring and preventing mobile fraud inventory***

**LONDON - January 2017** - Clickky, the mobile monetization and user acquisition platform, has announced its partnership with Forensiq, a leading anti-fraud system. Clickky explains that the main goal of the collaboration is to take full responsibility over the traffic quality control, reducing the amount of fraud close to nothing.

The war with fraud is always a great concern amongst mobile marketers and Clickky is working to resolve this by implementing changes to the fraud fighting process, so that its customers will be able to benefit from an additional layer of protection against bot traffic.

Clickky works with thousands of mobile publishers on a daily basis, connecting these to the platform each day. The platform now monitors the quality of the traffic and collects feedback from advertisers. Forensiq has enabled Clickky to reduce the time spent managing fraudulent traffic identification and improved the processes to prevent fraud.

*“We believe that ensuring the traffic quality on our platform is above all a responsibility of our company. Therefore we were in search for an effective solution that could help us identify bot traffic in real-time. Now the partnership with Forensiq affects our approach to mobile publishers, allowing to prioritize work with high-quality partners.”* — shares Vadim Rogovskiy, Clickky’s founder and CEO.

*“We are pleased to be working with Clickky to enable them to successfully monitor traffic partners, define bad traffic sources efficiently, and eventually exclude them,”* says Director of Sales, Forensiq EMEA, Scott Burford.

## **About Clickky**

Clickky has 6 offices in 5 countries: United States, Israel, Ukraine, Russia and India. The company operates worldwide, delivering mobile ad campaigns from more than 120 different countries, and its team has grown to 90 professionals.

In 2015 Clickky launched AdExchange API — the world’s biggest automated mobile ad platform, which provides access to more than 20 000 mobile ad campaigns. In May, 2015 Clickky received \$2M from iTech Capital, a venture capital firm focused on growth investments in digital economy businesses.

In 2016 Clickky made Top 5 among advertising and marketing companies and Top 3 among mobile adtech companies in the Inc. 5000 Europe ranking. Also in 2016 Clickky received a Golden IBA Stevie Award, being honored as the fastest growing company in Europe. To learn more, check [www.clickky.biz](http://www.clickky.biz).

### **About Forensiq**

Forensiq is a fast growing company that provides a series of effective solutions to help fight online click, conversion and ad fraud. The firm combines its latest technology with a dedicated staff of fraud fighters who are obsessed with helping clients stay steps ahead of bad actors and achieve a better ROI. Forensiq is headquartered in New York City with offices in London and Silicon Valley. To learn more, visit [www.forensiq.com](http://www.forensiq.com).

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