

# The state of fraud in iOS

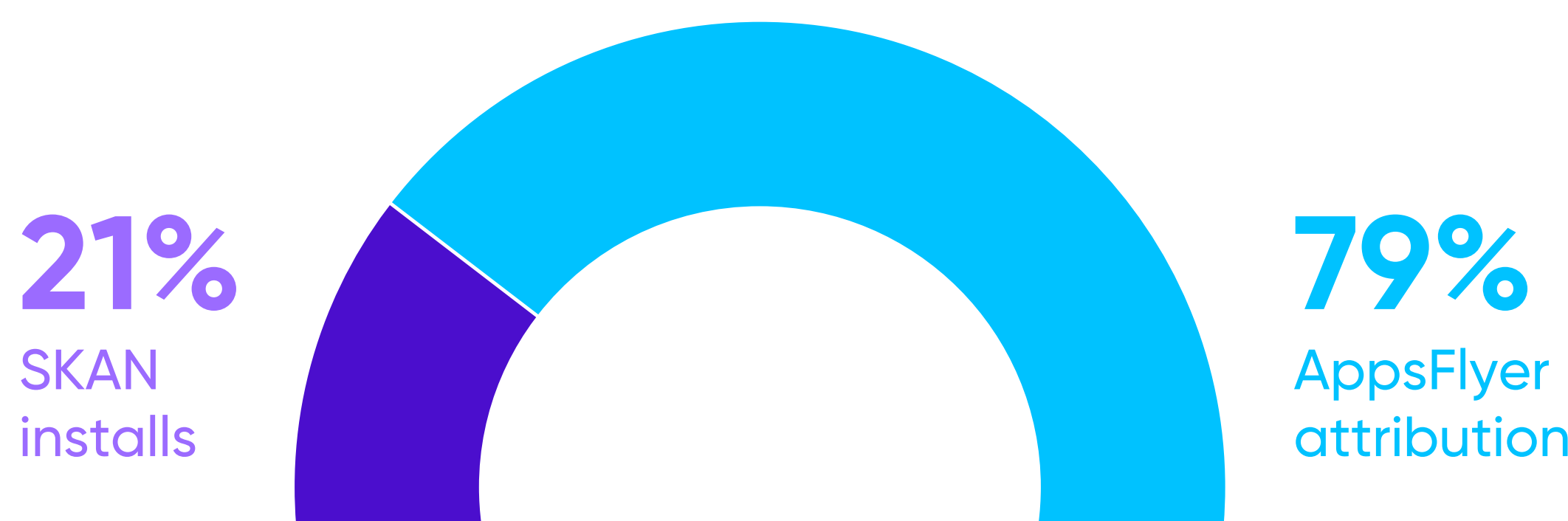
What role does mobile ad fraud play in the new iOS marketing landscape

## In the new privacy-centric reality, there are 3 ways to attribute iOS campaigns:

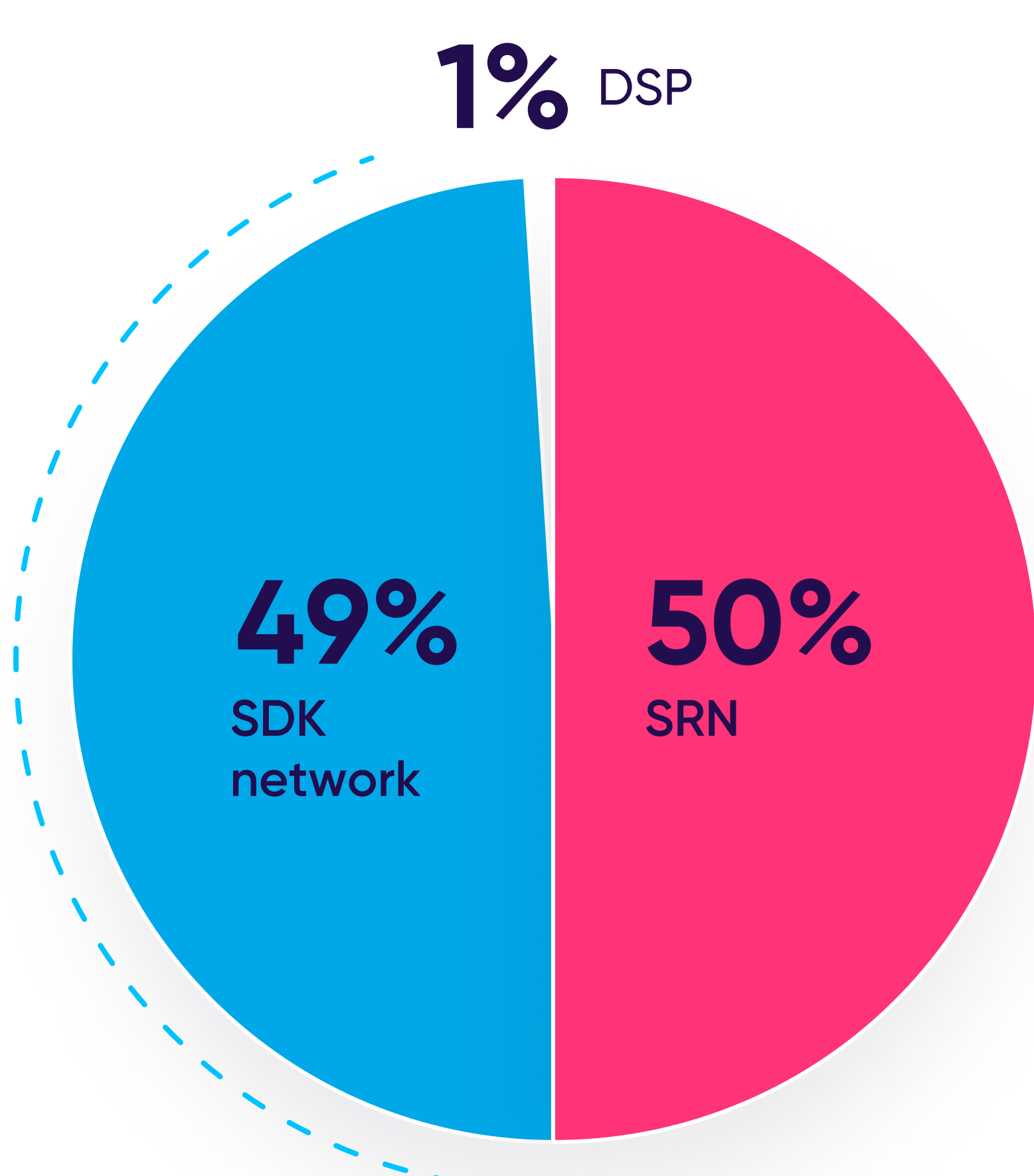
- SKAN only:**  
 Mobile app campaign attribution is only performed by SKAN.
- MMP only:**  
 Attribution is done either by ID matching for consented users (those who approved sharing their IDFA), or by probabilistic modeling among all users.
- Hybrid:**  
 A combination of the two types described above where networks continue sending engagement data to their MMP even for SKAN activity.

## A year into ATT, SKAN has yet to be fully adopted as the measurement of choice for iOS campaigns:

### iOS attribution breakdown



## The profile of media partners currently active in SKAN indicates how well the new framework has been adopted:



### Media profile

Since the release of iOS 14 the vast majority of installs attributed in SKAN originated from direct traffic sources, with the absolute majority of traffic coming from either self reporting networks (SRNs) and SDK networks.

While the majority of smaller ad networks seem to only be testing the new waters, the market's leading SDK networks are more keen to adapt to the new SKAN reality.

## The current media mix can inform us about the immediate mobile ad fraud risks:

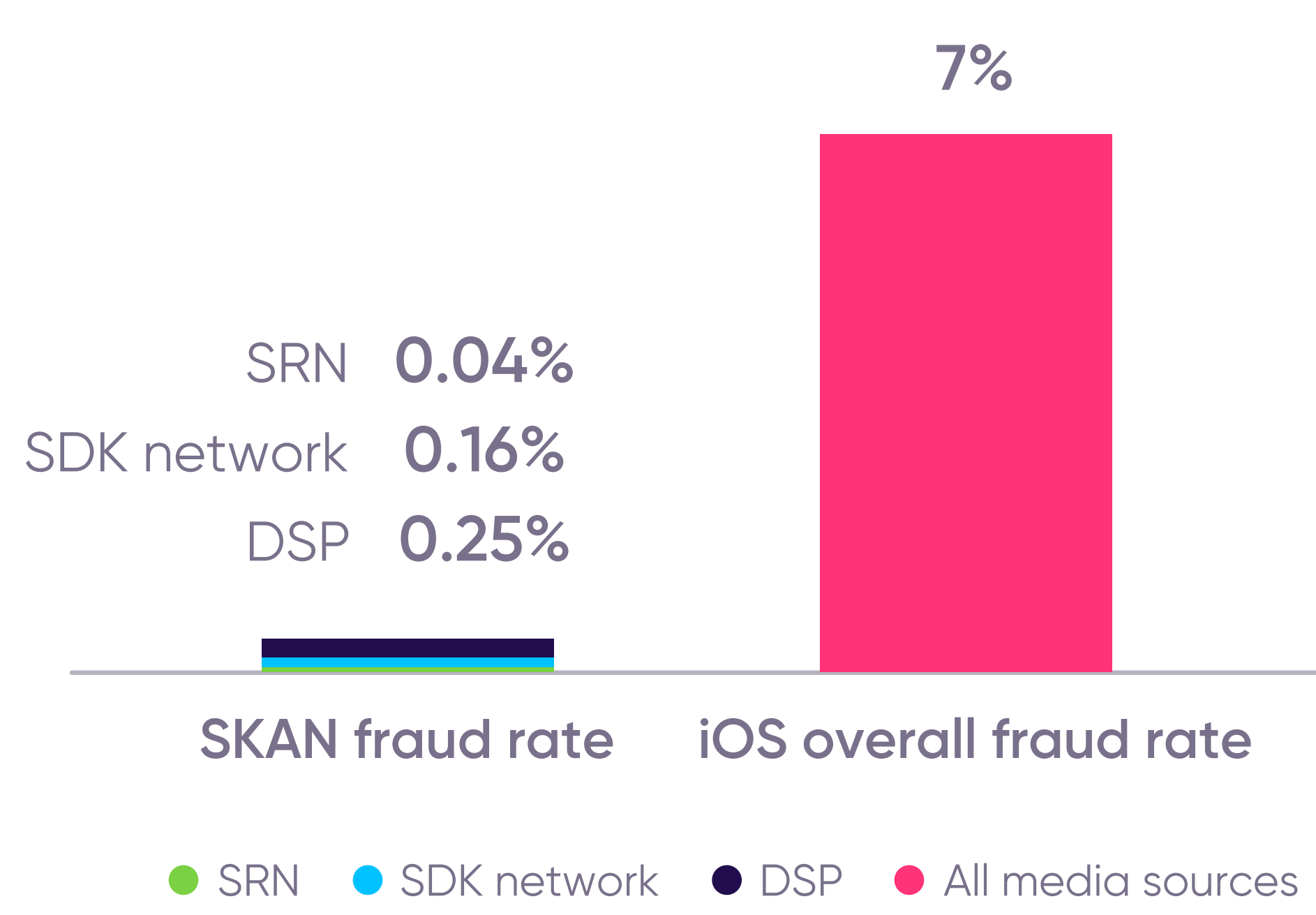
### Fraud presence

SRN traffic includes well established media channels like Google and Facebook (and others), who consistently produce significantly lower than average fraud rates.

The small group of top tier SDK networks, have similarly presented consistently clean traffic, these networks are fully integrated with AppsFlyer and Protect360.

Examining fraud rate measurements across these sources vs. average iOS fraud rates paint a relatively fraud-free picture.

### Install fraud rate



## So what does this mean?

### SKAN is (currently) fraud free

While full visibility into SKAN measurement is still limited, the profile of dominant media partners suggests that this activity can currently be regarded as fraud free.

### But... vigilance is key

While there's currently no risk of mobile attribution fraud in SKAN, the fact that this relies mainly on the identity and quality of traffic providers means that the situation may very well change at any time. Active fraud detection is still necessary in SKAN.

### Measurement drives insights

App advertisers are highly encouraged to include AppsFlyer's probabilistic attribution as part of their iOS and SKAN activity. This layer of measurement will keep Protect360 anti-fraud logic active.

[Learn more about mobile ad fraud](#)