MMA
Marketing + Media Alliance

strong metrics
Every Impression Smarter

AI Use Cases

Presented by strongmetrics

A Rushfoil Ventures Company

Use Case 3

Supply Quality & Anti-Fraud

From publisher noise to trusted supply

AI-assisted supply intelligence that discovers every traffic source, scores it for fraud and configuration quality, traces mis-attribution to the exact publisher, and keeps bad sources out of payouts - protecting margin before money moves.

The Challenge

Revenue flows through hundreds of sources across multiple agency partners. Fraudulent, mis-tagged or unconfigured sources dilute payouts and inflate costs - a single bad publisher can distort an entire app's numbers - yet source onboarding and audit lived in spreadsheets, and mis-attribution could roam between agency folders for weeks before anyone noticed.



Discover

Scans raw event data to surface new sources not yet in the system and builds onboarding records automatically.



Score

Checks every source against post-attribution fraud, event-pinning rules and currency tagging.



Trace

Follows mis-attribution across agency folders to isolate the exact publisher responsible.



Act

Flags, pauses or re-prices sources & feeds the clean supply list back into costing.

How AI was applied

The fraud reporting engine (MCP query layer) runs a continuous supply-quality pass over raw MMP event and fraud data.

1 Source

traced as the root cause of a ~27% franchise revenue decline across agencies

170+

sources records audited and reconciled in a single automated pass

Pre-payout

fraud-adjusted source scoring - bad sources caught before they are paid, not after

AI turns supply from a trust-by-default list into a continuously scored asset-
every publisher discovered, scored and traced, so revenue leakage is stopped at the source.