

## TrustDefender™ ID Protects Publishers and Advertisers on Adknowledge's Super Rewards Monetization Platform

Adknowledge is the largest privately-owned ad network. Its Super Rewards platform is the leading provider of monetization solutions for online games and social networks. The Super Rewards “offer wall” delivers highly targeted advertising offers to millions of global web site and social network users. Super Rewards allows online publishers to incorporate its monetization platform as a seamless and integral component to their online games.

### Background

“We work with thousands of publishers with hundreds of millions of users around the world,” said Adam Caplan, vice president of virtual currency, Adknowledge. “Some users are so passionate about the games they play that they will go to extraordinary lengths to acquire excess virtual currency, including abusing advertising offers that we make available on our platform. In other cases, fraudsters will use stolen credit cards or other abusive payment mechanisms to accumulate virtual currency to sell to others in the game for profit. It’s critical for us to separate the abusers from the vast majority of users who are interested in the brands and the products they sign up for, or validly pay for the virtual currency they use.”

As online gaming continues to grow, Super Rewards understands that maintaining a strong fraud protection system is vital. In order to accomplish this goal, Super Rewards strengthened its in-house fraud prevention systems by adding TrustDefender™ ID from ThreatMetrix™ to its anti-fraud measures. TrustDefender ID’s global reputations, customizable rules, and tracking greatly extend Super Rewards’ ability to mitigate abuse on specific levels, often before they reach its publishers.

### Solution

TrustDefender ID integrates with Super Rewards’ in-house anti-fraud solution. TrustDefender ID is a web-based system that utilizes a wide variety of device- and transaction-related data to build a “contextual score” that delivers all the information Super Rewards needs to make a thoughtful “go, no-go” decision about a customer.

Among the data gathered by the TrustDefender ID is deep intelligence about the device, key transaction details and past behavior, both on-site and globally.



*“ThreatMetrix is a key component of our anti-fraud strategy that helps keep our monetization solutions running smoothly. ThreatMetrix enables us to instantly review and analyze transactions based on date, score, status, or any other attributes across their global fraud network. We can also identify new and returning users and see how they are interacting with our system. With increased visibility into transactions, we can spot fraud trends early, save money, block out users we don’t want coming back, and show our publishers and advertisers what we are doing proactively to prevent fraud.”*

**Adam Caplan**  
VP Virtual Currency  
Adknowledge

# Preventing Fraud for Online Merchant Partners

## Results

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