



FIGHTING FRAUD:

South Korea's leading mobile game publisher optimizes install quality with TUNE's Fraud Reports

COMPANY BACKGROUND

NHN 629 is a South Korean mobile game publisher and developer under the umbrella of the NHN Entertainment Group. The company boasts a lineup of hit gaming titles including LINE Wooparuland, Wooparupang, Uparu Saga, and Heroes Wanted. With LINE Wooparuland ranking #1 in downloads on the Google Play Store and App Store in several countries, including Japan and Taiwan, NHN 629 games have captured the hearts of users across Asian markets.

CHALLENGES

With content updates planned for titles that are currently active and new launches on the way, NHN 629 was faced with the challenge of finding a way to efficiently manage user acquisition and revive engagement with dormant users. During the duration of the campaign, they checked their install and retention stats on the TUNE retention dashboard every day. This was where they were able to identify installs from particular sources that they suspected were fraudulent.

They often worked with a particular network that delivered decent quantity of volume. But there were days when the retention rate amounted to less than half the average. They tracked down the data on the Actuals Report and discovered particular days when 90% of the entire volume consisted of installs coming from a single publisher, with one day after install open rate less than 1%.

Also, since late May 2017, they have been running a marketing campaign for their game LINE Wooparuland. Two of the networks that they worked with excelled in the volume of clicks and install traffic, but showed disappointing return on ad spend and retention rate.

SOLUTION

Discovering the Root of the Problem with TUNE Fraud Reports

By checking the Fraud Reports page, we were able to exclude a publisher generated installs under 10 seconds and was already taking up 30% of the total number of installs. We contacted the network rep, sent over the data and requested exclusion, upon which they deducted the cost incurred by fraudulent traffic.

With the newly launched Fraud Reports page within the TUNE Marketing Console, we were able to quickly identify suspicious traffic sources by checking the Lag Time Variations Report and seeing the percentage of installs happening in less than 10 seconds after the click.

RESULTS

Optimized Paid Channels Now Deliver Users with Organic User-Equivalent Value

With TUNE, we were able to detect fraud at speed and remove publishers associated with low quality install volume. This has improved not only retention per network but also the overall ROAS.

In the past, we made sure that the campaigns were thoroughly optimized by integrating with the networks on specific levels, purchase, new installs and even custom events. But since we had campaigns running on several markets with multiple networks, it wasn't easy to detect fraudulent traffic. The Fraud Reports on Attribution Analytics have solved that problem for us, as we are now able to easily monitor our installs for publishers that consistently deliver low quality volume.

The good news is that by optimizing our campaigns with Attribution Analytics by TUNE, we were able to see organic user level retention and purchase rates among the users we acquired through paid channels.

Ultimately, we succeeded in acquiring high lifetime value users and improving our marketing ROAS thanks to the TUNE Marketing Console.



“TUNE Marketing Console Fraud Reports have played a crucial role in achieving our goal to enhance and improve our ROAS. By being able to deep dive into a sub-publisher level on the source of fraudulent installs, we were able to optimize and ensure that no part of our investment in mobile marketing was going to waste.”

JooYoung Kim, Marketing Manager, NHN 629