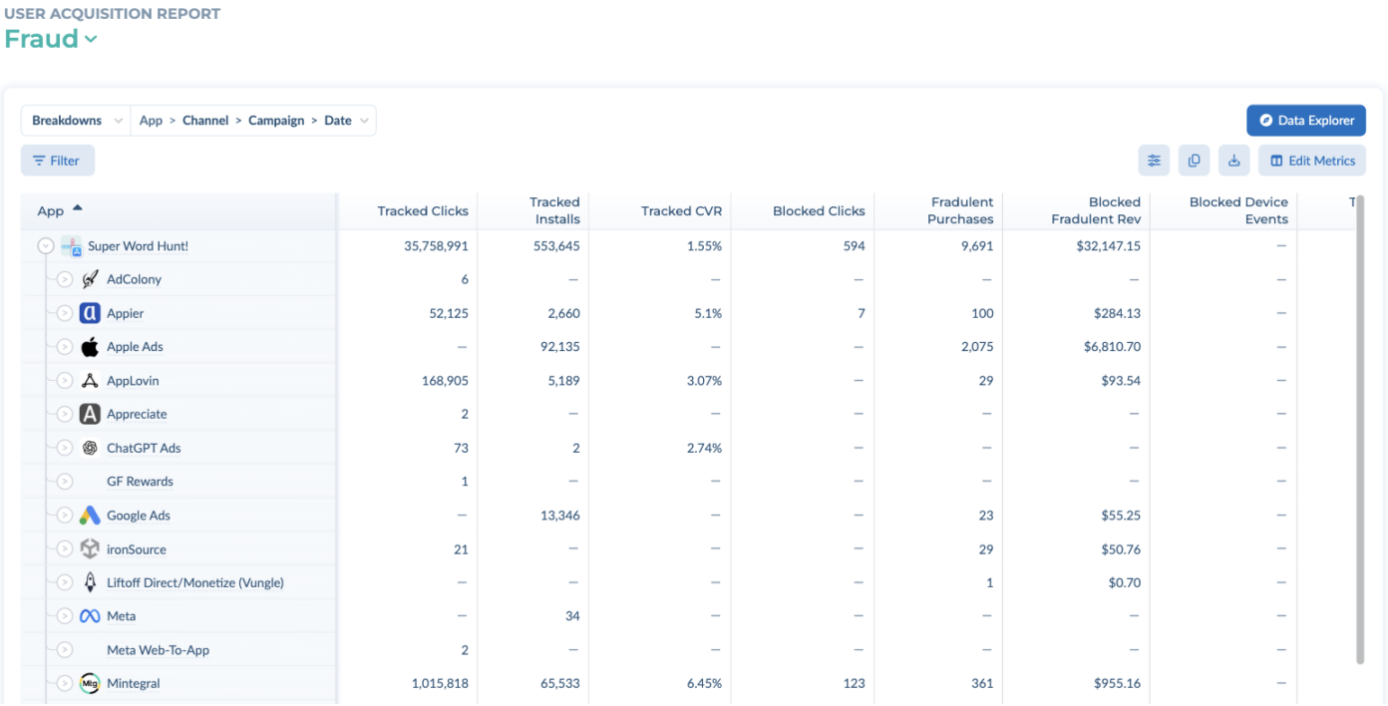
Fraud

User Acquisition Report · https://tenjin.com/zh/docs/fraud/

How to Analyze Fraud in the User Acquisition Report

Tenjin provides basic fraud metrics for customers in the **Fraud** view of the User Acquisition report (choose Fraud from the report's drop-down menu). This gives Tenjin users the ability to:

- Quickly identify areas that produce higher levels of fraudulent activity
- Block fraudulent installs, attributions, and purchases.



App	Tracked Clicks	Tracked Installs	Tracked CVR	Blocked Clicks	Fradulent Purchases	Blocked Fradulent Rev	Blocked Device Events
Super Word Hunt!	35,758,991	553,645	1.55%	594	9,691	$32,147.15	–
AdColony	6	–	–	–	–	–	–
Appier	52,125	2,660	5.1%	7	100	$284.13	–
Apple Ads	–	92,135	–	–	2,075	$6,810.70	–
AppLovin	168,905	5,189	3.07%	–	29	$93.54	–
Appreciate	2	–	–	–	–	–	–
ChatGPT Ads	73	2	2.74%	–	–	–	–
GF Rewards	1	–	–	–	–	–	–
Google Ads	–	13,346	–	–	23	$55.25	–
ironSource	21	–	–	–	29	$50.76	–
Liftoff Direct/Monetize (Vungle)	–	–	–	–	1	$0.70	–
Meta	–	34	–	–	–	–	–
Meta Web-To-App	2	–	–	–	–	–	–
Mintegral	1,015,818	65,533	6.45%	123	361	$955.16	–

These are the fraud metrics we currently support

- Blocked clicks : The number of clicks we blocked based on mean time to install (MTTI).
- Fraudulent purchases: The number of purchases marked as fraudulent (see here)
- Blocked fraudulent revenue: revenue amount marked as fraudulent (see here)
- Total fraud events: sum of blocked clicks and fraudulent purchases

For more details about how Tenjin handles fraud, please contact support@tenjin.io.