Impact Radius Acquires Forensiq, Creating The World's First Marketing System of Record With Built-In Fraud Detection

Teams join forces to bridge the gap between AdTech and MarTech

June 14, 2016 — New York — Impact Radius, a pioneer in digital marketing and affiliate solutions, announced it has acquired Forensiq, a leader in advertising fraud prevention. The combination of the two sophisticated technology offerings will create the first truly trusted system of record for marketers to manage and optimize their digital campaigns with unparalleled clarity. Until now, no company has combined algorithmic attribution of consumer journey touch points with cutting-edge ad fraud detection to reveal insights that are not polluted by fraudulent data.

 "Together the teams will focus on the development of artificial intelligence technologies, pioneering the new digital currency of attribution, viewability and ad fraud," said Per Pettersen, Impact Radius CEO. "Exposing and removing fraudulent traffic across devices and ecosystems will create a more pure, real-time data hub for media buyers, analysts and executives to stay on the same page, share granular insights and maximize marketing ROI."

 Today's leading brands are increasingly scrutinizing their advertising budgets which is fueling the demand for data driven insights. At the same time, marketing analytics teams are relying on data riddled with fraud, which pollutes KPI's used to make ad spend choices. Fraud is widespread, the IAB estimates that ad fraud costs the US marketing and media industry $8.2 billion each year. Having a single platform for brands and agencies to manage their advertising and marketing performance will go a long way bridging the gap between advertising technology (AdTech) and marketing technology (MarTech).

Forensiq eliminates fraud from the entire marketing funnel, from bid request to acquisition, empowering its users to ensure that their budgets are being spent on viewable impressions being served to real humans. Their fraud detection technology analyzes probabilistic and deterministic signals from over 4 trillion monthly events across desktop and mobile devices using a multi-layered approach to identifying and preventing fraud.

 "We are thrilled to join the Impact Radius team and assist their impressive roster of clients in the fight against ad fraud," said David Sendroff, Founder and CEO of Forensiq. "We believe in a world where advertisers can focus on improving ROI, and not have to worry about eliminating fraud from the equation. Our automated and seamless solutions allow advertisers to maximize the impact of every dollar spent."

The acquisition comes in the wake of Impact Radius' recently announced $30 million fundraising round led by Silversmith Capital Partners earlier this month.

About Impact Radius
Impact Radius enables digital brands and agencies to maximize their return on ad spend. The company's SaaS marketing platform provides a single trusted view into the consumer journey from ad impression through acquisition — across all devices and channels. Through the automation of critical marketing workflows and real-time delivery of actionable insights, the platform drives revenue for global companies such as Lenovo, Ticketmaster, Tommy Hilfiger, Getty Images, Shutterstock and Advance Auto Parts. The company has more than 275 employees across seven offices worldwide. To learn more visit www.ImpactRadius.com.

About Forensiq

Forensiq is a fraud detection platform that has developed a series of industry leading solutions to fight online click, conversion, and ad fraud. The firm combines the latest technology with a dedicated team of fraud fighters who are obsessed with helping clients stay steps ahead of bad actors and maximize ROI. Forensiq was founded in 2010 in New York City with offices in London and Silicon Valley. The company has won three LeadsCouncil LEADER Awards, including Best-In-Class for Fraud Detection in 2014 and 2015 as well as DM News Most Innovative Marketing Tech to Watch in 2016. To learn more visit www.forensiq.com