

# Global Mobile Ad Fraud Detection Software Market Research Report 2026(Status and Outlook)

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## Abstracts

The global average selling price in 2024 will be approximately US\$20,550 per unit. Mobile ad fraud refers to the act of illegally defrauding advertisers' budgets by forging or interfering with key behaviors (such as display, clicks, installations, conversions, etc.) during the ad delivery process through technical means or human manipulation. Fraudsters may use fake users, simulated devices, malware, or forged data to create false ad interactions in order to obtain improper benefits. Mobile ad fraud detection software is a type of technical tool specifically designed to identify, analyze, and prevent fraud in the mobile ad ecosystem. Its core function is to detect and intercept fraudulent behaviors such as false clicks, false installations, attribution hijacking, SDK forgery, robot traffic, etc. through algorithms and data analysis methods to ensure the safety of advertisers' budgets and the authenticity of advertising effects. The mobile ad fraud detection software market has shown strong growth in recent years and is expected to maintain this high growth rate in the coming years. This growth is driven by the continued expansion of mobile advertising and the growing demand for detection driven by ad fraud. Technology is rapidly evolving, moving from traditional rule-based filtering to more intelligent AI recognition, blockchain verification, and real-time monitoring systems, effectively improving the accuracy and efficiency of anti-fraud measures. Rule Engine Type  
Machine Learning Type  
Behavior Analysis Type  
Others are clearly stratified by feature richness and technological sophistication, ranging from entry-level to enterprise-specific customized solutions, with a wide range of pricing. Enterprise-level products, while more expensive, enjoy high industry adoption due to their comprehensive functionality and adaptability. Overall, this market not only boasts a broad application base but also demonstrates a high level of commercial maturity and potential for continued expansion. Regionally, the European and American

markets currently dominate, while the Asia-Pacific region is rapidly catching up, particularly in countries with thriving mobile ecosystems, becoming one of the main drivers of global growth.

The global Mobile Ad Fraud Detection Software market size was estimated at USD 2207.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 13.00% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Mobile Ad Fraud Detection Software market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Mobile Ad Fraud Detection Software market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Mobile Ad Fraud Detection Software market.

## **Global Mobile Ad Fraud Detection Software Market: Market Segmentation Analysis**

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their

product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

### **Key Company**

Adjust  
AppsFlyer  
Kochava  
TUNE  
DoubleVerify  
Integral Ad Science (IAS)  
Oracle Advertising  
DataVisor  
FraudScore  
InMobi  
Mobvista  
TalkingData  
IP2location  
Scalarr  
mFilterIt  
Vungle  
Singular  
Branch  
TrafficGuard  
SKUDO  
Picalate  
Xenoss  
Fraud Blocker

### **Market Segmentation (by Type)**

Rule Engine Type  
Machine Learning Type  
Behavior Analysis Type  
Others

## **Market Segmentation (by Application)**

E-Commerce Platform  
Gaming Industry  
Social Media  
Content Platform/KOL  
Others

## **Geographic Segmentation**

North America (USA, Canada, Mexico)  
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)  
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)  
South America (Brazil, Argentina, Columbia, Rest of South America)  
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

## **Key Benefits of This Market Research:**

Industry drivers, restraints, and opportunities covered in the study  
Neutral perspective on the market performance  
Recent industry trends and developments  
Competitive landscape & strategies of key players  
Potential & niche segments and regions exhibiting promising growth covered  
Historical, current, and projected market size, in terms of value  
In-depth analysis of the Mobile Ad Fraud Detection Software Market  
Overview of the regional outlook of the Mobile Ad Fraud Detection Software Market:

## **Customization of the Report**

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

## **Chapter Outline**

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product

type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Mobile Ad Fraud Detection Software Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Mobile Ad Fraud Detection Software, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

### **Key Reasons to Buy this Report:**

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

### **Customization of the Report**

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