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Interview with: *Farid Taha*

Position at Co: *Chief Customer Officer*

Tell us a bit more about Evina, what does it do?

Evina offers the most advanced cybersecurity for mobile payments, enabling MNOs, merchants and payment gateways to fight fraud and conquer new markets. Evina's anti-fraud solutions secure over +16 million transactions in more than 70 countries each day, decrease complaint rates, maximize the number of legitimate transactions, and increase revenues.

We've created a new generation of anti-fraud solutions to ensure strong business growth. DCBprotect is Evina's flagship product that detects and blocks 99.94% of fraudulent attempts on mobile payments. Eyewitness allows mobile players to replay payment flows and witness fraudulent behaviour.

While TrafficScreener is Evina's latest tool that detects bots the instant they arrive on a mobile player's landing page from a banner, allowing for optimized media buying.

Can you tell us more about Evina's new anti-fraud solution TrafficScreener and how it supports your mission to protect mobile players?

The recent unveiling of TrafficScreener is exciting news for mobile players, it means that they now have the possibility to extend their anti-fraud protection throughout the entire monetization flow, starting from the source of traffic.
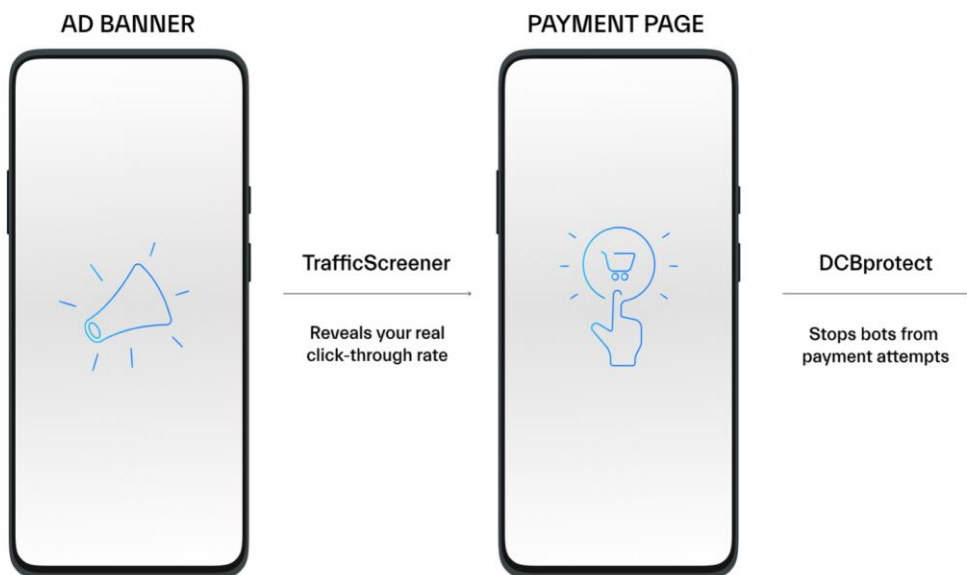
Our cutting-edge technology powers all of our anti-fraud solutions. DCBprotect uses it to specifically tackle bots that attempt to make payments as mentioned earlier, while with TrafficScreener this technology is leveraged to detect fake visits on a merchant's page.

These solutions protect two distinctive revenue streams. DCBprotect helps merchant's protect their CPA (cost per acquisition) model and TrafficScreener helps merchants reduce fake click-through rates that wrongly inflate their CPC (cost per click) pricing model.

Once again, we not only help players reduce their fraud rates but we help them protect and grow their sources of revenue.

With TrafficScreener, the main pain point we deal with is inefficient media buying and unoptimized traffic monetization.

Merchants that rely on a CPC model need a cost-effective media buying strategy. The effectiveness is evaluated by analyzing the traffic sources based on CPC rates, click-through rates, conversion rates and the amount of invalid clicks.

AD BANNER · PAYMENT PAGE

TrafficScreener — Reveals your real click-through rate

DCBprotect — Stops bots from payment attempts

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Reliable data analytics are key to successful traffic monetization. Yet when there is a lot of undetected fraud in the form of bots initiating fake click-throughs, the decision-making process becomes skewed.

This has long been a blind spot when dealing with ad traffic and it's why Evina created a tool that provides visibility on all visits following ad clicks.

The aim is to reduce the 20% of budget merchants lose when they acquire fake traffic.

Learn more about how TrafficScreener can help you better monetize your webpage traffic here:

https://www.evina.com/communiques-de-presse/evinas-anti-fraud-mission-continues-with-trafficscreener/

What are the main benefits for Evina's clients?

TrafficScreener gives merchants access to real figures that reflect the quality of their traffic. This way healthier traffic sources can be rapidly identified while fraudulent ones can be quickly cut off. The solution even allows for merchants to be reimbursed for fraudulent traffic as Evina can provide proof of bot-based activities.

Finally, merchants gain a competitive advantage and higher conversion rates by accessing valuable data analytics that enables smarter decision-making.

> Evina's anti-fraud solutions secure over +16 million transactions in more than 70 countries each day.

What are your future plans? What can we expect to see from Evina?

Evina's primary objective is to strengthen cybersecurity practices by informing MNOs and players that make up the mobile ecosystem on the inner workings of fraud to better protect mobile users and businesses.

Together with leading mobile industry associations such as AIMM, Evina is helping to create a mobile ecosystem built on trust and transparency and underpinned by smart solutions that create prosperity.

David Lotfi, CEO of Evina will join MEF CONNECTS Digital Transformation on May 26th for a day entirely dedicated to mobile payments.

Our main message: the future of payments depends on effective data analytics and cybersecurity. The fate of a payment solution will entirely depend on the quality of its anti-fraud technology and of the data it provides to help players optimize their business.

Join the sessions here for free:
https://mobileecosystemforum.com/events_/mef-connects-digital-transformation/

Where can people find out more about Evina?

Evina's technology enables the collection of precious insights regarding mobile fraud. To find out more about how the impact of mobile frauds differs by country - from the fraud rates to the fraudulent techniques and the most malicious apps, visit: https://info.evina.com/aimm/evina-fraud-reports

To discover all there is to know about the inner workings of mobile fraud and how it affects the entire mobile ecosystem: https://info.evina.com/aimm/evina-fraud-analysis

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