

AI-powered security and anti-fraud
solutions for efficiency and growth



What is Scalarr?

We provide AI-powered cyber security and anti-fraud solutions specifically built for enterprises to bring transparency into their data and development operations, to manage security risks, and prevent material loss



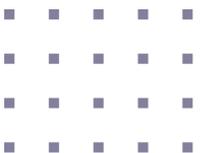
Our clients

Scalarr was founded by experts in mobile marketing and data science. It serves hi-tech mobile-first companies to protect them against ad fraud and improve ROAS



Why we matter

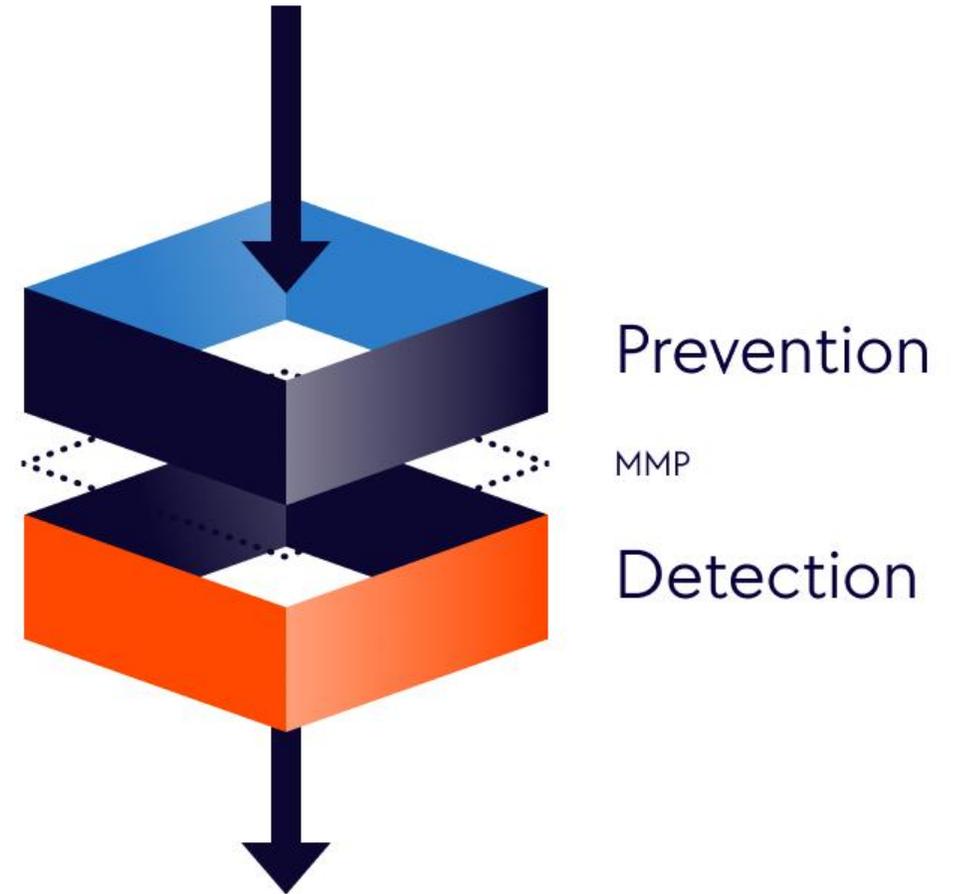
Fraud has been the biggest hindrance to the development of the programmatic industry, but we win this fight



Protection Suite™

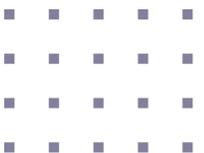
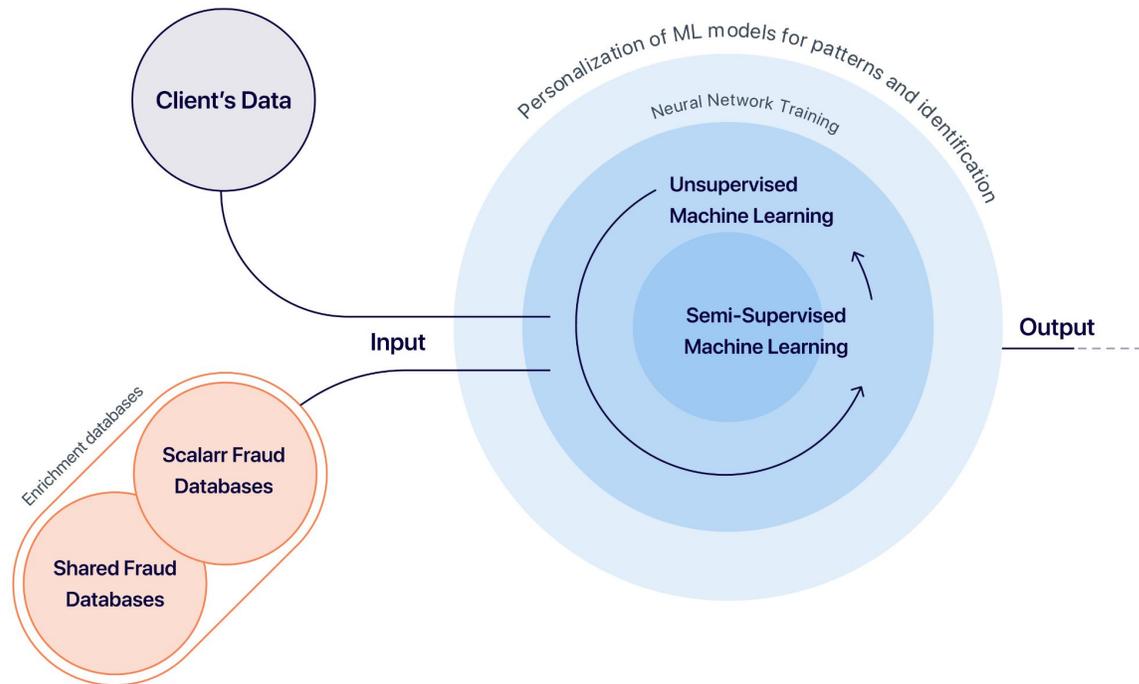
Advanced AI-enabled Anti-fraud Toolkit for Mobile Marketers and User Acquisition PROs

- The most precise solution on the market with 97% accuracy
- Analyzes the whole supply and demand chain and identifies malware and botnet crime rings
- Unique infrastructure setup processes 1B signals in milliseconds
- Analytics team provides constant support and context behind the data
- Granular reporting and in-time alerting



Why we differ

With our unique methodology and powerful tech stack, we detect even newly created and AI-enabled types of fraud



Our advantages



Always one step ahead of fraudsters



Detects up to 40% more complex fraud activities



Personalized machine learning model for every app



>90% success rates in rejection claims



iOS 14.5 friendly



Easy integration to any MMP

Our accomplishments in 2020



+\$22 MILLION

Refunded for our clients in 2020



2,229,837

Total fraudulent installs detected in 2020

Our clients improved performance of CTR campaigns

25%

Lower eCPI

38%

Of ad budget losses averted

20%

More installs for given ad budget

Cooperation with Scalarr

“Scalarr’s anti-fraud tool rapidly and accurately identified all fraudulent activity no matter how often or how quickly fraudsters have changed their patterns. The main benefit we get using Scalarr is directing marketing budgets to quality sources and acquiring only real users we know are valuable.”



Aleksey Tishakov

Head of User Acquisition at ZiMAD

“We were faced with something new to us: fraud in view-through attribution. And it amounted to almost 50% of the total fraud detected. Scalarr, our anti-fraud solution, helped us reduce the number of fraudulent installs by 3x and saved us a lot of money.”



Tyler Cooper

Head of User Acquisition at TextNow

Our global presence

Our clients are located in more than 20 countries across the globe. We have offices in USA, Singapore and Ukraine

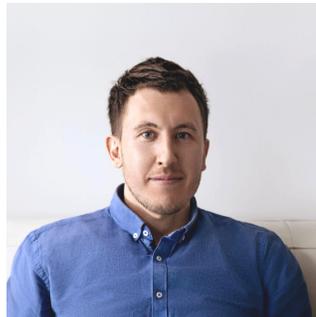


41 talented and dedicated professionals, some of them hold Ph.D in Math and AI, led by passionate founders

Founders:



Inna Ushakova
CEO



Yurii Yashunin
CPO

Our advisors:

Stuart Lewis-Smith

Executive Manager at GSN Games

Bennett Rosenblatt

Head of Programmatic Media Buying at Uber



Trust from investors

In February 2021 Scalarr raised \$7.5m for further development in cyber security industry



Awards and recognitions



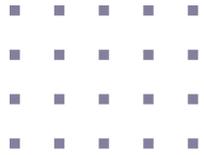
**Tech Startup of the Year
&
Startup of the Year**



Tech Startup of the Year

**2021
Forbes**

Top 30 Startups of Ukraine



**Contact us today to protect
your tomorrow**

 scalarr.io

 hello@scalarr.io

