

Your verification vendor cleared it. It was still a residential proxy.

Across supply samples already filtered by widely used verification vendors, every single sample still carried residential proxy exposure.

100%

of verification-filtered supply samples still carried a residential proxy signal

50%+

of the most exposed sample had cleared verification while carrying the residential proxy signal

1.6% → 30%

of a US feed flagged, before and after adding residential proxy detection to hosting, VPN, open proxy and Tor

Why standard checks miss it

A residential proxy network pays real people, or quietly bundles software into free apps, to resell a slice of a home or mobile connection. Someone else's traffic then exits through that connection and reaches the bid stream on a genuine consumer IP.

The address geolocates correctly, belongs to a real household, carries no reputation history, and passes every standard check. Fraud operators pay for these networks precisely because the IP looks like a customer. The MRC has included residential proxy traffic in the sophisticated invalid traffic tier (SIVT) for years; measurement of it has lagged while its use has not.

OUR BENCHMARK FINDINGS

The findings above come from IPinfo's adtech benchmark analysis: live programmatic supply measured with IPinfo data at production scale. It spans a US bid request feed measured before third-party verification filtering, with regional market cuts, and supply-chain samples from multiple partners, each already filtered by leading verification vendors. Sources are anonymized and results are reported in directional form. Together they show the size of the residential proxy visibility gap.

What changes when you can see it

A flag is exposure, not a verdict. Addresses are shared and exit nodes rotate, so the signal is most useful with recency and persistence attached: how recently the address was seen in a proxy network, and whether it appears repeatedly or was seen once. That supports a decision rather than a blanket block.

Source: IPinfo AdTech Benchmark Analysis, 2026. Live programmatic supply measured at production scale, spanning an unfiltered feed with regional market cuts and supply-chain samples from multiple supply partners, each already filtered by a widely deployed verification vendor. Sources anonymized; results reported in directional form.

Measure your own traffic first.

Send a representative sample. We enrich it and break it out by market, supply partner and app, so you can see where your own exposure concentrates rather than working from industry averages.

[Send A Traffic Sample →](#)