

# How Redmob Strengthens Pre-Bid Traffic Quality With IP Intelligence

Redmob screens every incoming bid request against a layered quality stack that includes IPinfo's Residential Proxy, Privacy Detection and IP Geolocation data, so that flagged traffic is removed before the auction opens, not after the ad is served.

 **6.76B**

bid requests in one full day of US traffic

 **160M**

unique IPs enriched with IPinfo data in Snowflake

 **>99.85%**

agreement with IPinfo's country-level location for legitimate traffic

 **100%**

of incoming bid requests screened across all operating regions

## The problem: context for traffic decisions

As an SSP, Redmob evaluates traffic before it reaches the auction. Making accurate decisions at this stage requires more than a single risk flag, particularly as residential proxies can appear similar to legitimate household traffic. Redmob wanted additional IP-level context to better distinguish between legitimate users and potentially high-risk traffic, while avoiding unnecessary filtering of valid publisher inventory.

## The solution: a layered quality stack

Redmob's approach is deliberately multi-layered, on the principle that no single signal catches everything and no single vendor should be a point of failure:

- Creative-level scanning to detect malicious and non-compliant ad creatives
- Internal supply-quality signals derived from Redmob's own traffic warehouse, monitored continuously by the engineering team
- Third-party IP intelligence from IPinfo, covering residential proxy, VPN, hosting and privacy-service detection at the request level
- Ongoing supplier-level review, so quality findings feed back into commercial relationships with supply partners

## The process: validation at production scale

Before deploying anything into the live bidding path, Redmob ran a controlled evaluation: a full day of US bid traffic — 6.76 billion requests across 160 million unique IPs — enriched with IPinfo data in Snowflake and tested through a series of hypothesis-driven experiments, with additional regional validation. The evaluation confirmed that residential proxy activity is materially under-detected by conventional signals, and that flagged traffic behaves in ways that are measurably distinct from legitimate traffic.

## The result: filter requests, not publishers

Redmob's pre-bid screening now covers 100% of incoming bid requests across all operating regions. Because flagging happens at the IP and user level rather than the app or publisher level, Redmob removes the flagged request while legitimate inventory from the same application continues to trade normally. Redmob's approach treats publishers as partners in cleaning up the supply chain rather than as suspects.

## What comes next

Redmob is extending the same pre-bid screening philosophy across the rest of its quality programme, with the objective that supply quality becomes a stated product characteristic of the business rather than an operational back-office function.



### ABOUT REDMOB

CUSTOMER  
SINCE 2026

Founded in 2024, Redmob helps mobile-first companies scale through smart monetization technology. Redmob operates a mobile Supply-Side Platform handling billions of bid requests per day across the US, APAC, Africa and LATAM.

### IPINFO DATA IN USE

- Residential Proxy
- Privacy Detection
- IP Geolocation

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“A residential proxy doesn't look like fraud. It's a real home address, in the right country, on the right network, so the usual checks pass it. A flag on its own doesn't help much there. We wanted to understand what's actually happening behind an address, and that's what IPinfo gave us. Not a verdict, but enough detail to reach our own.”



**Gabriele Vileikyte**  
Managing Director, Redmob

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“We filter the user, not the publisher. A developer with a good app should not lose their revenue because someone routed proxy traffic through it.”



**Gabriele Vileikyte**  
Managing Director, Redmob

## How is your traffic quality?

Learn more about IPinfo's Residential Proxy and Privacy Detection data, and test it on your own traffic.

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