

Delivery and Traffic Report

Publisher site: **coinprediction.ai** | Network: **Mintfunnel** | Period covered: **8 August to 9 September 2026**
Prepared for the Mintfunnel team. Every figure below comes from first party server logs on my own infrastructure.

Four different reasons have now been given for suspending my account and voiding my balance, and no record has been supplied for any of them. I am not disputing your right to refuse traffic. I am asking to see the evidence that such a decision has to rest on.

Everything here is measured rather than estimated. If you show me that my traffic was invalid, I will accept it publicly and stop arguing. What I cannot accept is a decision with no record behind it.

1. Summary

1,069,549 IMPRESSIONS RENDERED	30.9% MEASURED VIEWABLE	0.16% CLICK THROUGH RATE	111 s AVG. TIME ON PAGE
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Viewability is measured on my side using the IAB standard, meaning at least half the ad in view for at least one continuous second. Time on page is measured per completed session, not per pageview.

2. The rise in impressions was your fill rate, not my traffic

I want to deal with this first, because I believe it is what triggered the review in the first place. Looking only at rendered impressions, my volume appears to jump from about 6,000 a day on 22 August to 167,000 a day on 30 August. Seen on its own that looks like a sudden flood of traffic, and a sudden flood of traffic is exactly what an automated check is built to catch.

It was not traffic. It was your fill rate. Here is the same period measured by ad requests, which is the number of times my pages asked your tags for an ad, set against how many of those requests you actually answered.

Date	Ad requests	Filled by you	Fill rate	Ad units
8 Aug	250,596	136,603	54.5%	4
9 Aug	299,857	163,098	54.4%	4
12 Aug	151,814	84,062	55.4%	4
14 Aug	213,460	114,872	53.8%	4
15 Aug	266,159	158,251	59.5%	4
16 Aug	310,645	209,735	67.5%	4
17 Aug	190,698	130,839	68.6%	4
19 Aug	60,018	11,766	19.6%	4
20 Aug	92,075	18,254	19.8%	4
21 Aug	131,176	18,783	14.3%	4
22 Aug	119,807	19,998	16.7%	4
23 Aug	135,122	19,031	14.1%	4
24 Aug	98,651	15,481	15.7%	4

Date	Ad requests	Filled by you	Fill rate	Ad units
25 Aug	87,626	31,353	35.8%	4
26 Aug	113,396	66,438	58.6%	4
27 Aug	216,780	141,344	65.2%	5
29 Aug	251,439	167,529	66.6%	5
30 Aug	310,309	178,786	57.6%	5
31 Aug	226,718	155,820	68.7%	5
1 Sep	185,515	114,079	61.5%	5
2 Sep	175,910	97,071	55.2%	5
3 Sep	59,107	13,546	22.9%	5
4 Sep	1,555	0	0.0%	2
7 Sep	7	0	0.0%	2

Two days, two weeks apart, almost the same traffic

On **16 August** my pages sent you **310,645** ad requests and you filled **209,735** of them.

On **30 August**, the day my volume supposedly exploded, my pages sent you **310,309** ad requests. That is 336 fewer than a fortnight earlier, a difference of about one tenth of one percent.

The traffic on the day in question was the same size as the traffic two weeks before it, when nobody had any concerns. Nothing about my audience changed. What changed was how much of it you had ads for.

Between 19 and 24 August your fill rate fell to between 14 and 20 percent. My ad requests over those days ran between 60,000 and 135,000, so the demand for ads did not go away. The supply did. At zone level over that week, one single placement, the unit in my meme coin blog section, kept filling at 75.9 percent while my main placement dropped to 13.3 percent. For most of that week that blog unit was effectively the only ad of yours a visitor was likely to see.

When your fill returned on 25 August, my placements began serving again, and on 27 August I added one further unit, taking me from four ad units to five. That is the whole of what changed on my side, and the table above shows it as a single step from 4 to 5 in the last column.

So the sequence is this. You ran short of ads for about a week. My traffic carried on as normal and simply went unfilled. Your ads came back, my inventory filled again, and rendered impressions returned to the level they had been at earlier in the month. That recovery was then read as a spike, and my account was suspended for it.

3. Daily delivery log

Account suspended on **[DATE]**. The rows after that date are the reason this report exists.

Date	Ad slots	Impressions	Viewable	View %	Sessions	Avg secs
20 Aug	n/a	n/a	n/a	n/a	3,333	216.6
Total	2,011,848	1,069,549	330,655	30.9	154,608	111.5

Date	Ad slots	Impressions	Viewable	View %	Sessions	Avg secs
21 Aug	n/a	n/a	n/a	n/a	3,181	202.2
22 Aug	36,735	6,032	1,308	21.7	3,951	172.4
23 Aug	130,266	16,245	3,921	24.1	2,849	198.7
24 Aug	95,078	12,549	2,972	23.7	3,026	188.0
25 Aug	83,487	28,108	7,445	26.5	9,687	139.0
26 Aug	107,178	62,040	21,044	33.9	15,137	72.0
27 Aug	201,797	130,347	40,849	31.3	12,601	75.5
28 Aug	214,896	135,741	41,767	30.8	10,699	67.1
29 Aug	236,859	158,052	51,440	32.5	10,940	87.6
30 Aug	293,250	167,439	57,917	34.6	14,446	64.2
31 Aug	214,583	147,461	50,712	34.4	12,366	72.2
1 Sep	173,900	105,851	30,095	28.4	15,408	60.4
2 Sep	165,102	89,238	18,679	20.9	14,092	69.6
3 Sep	55,888	10,434	2,506	24.0	4,289	200.0
4 Sep	1,960	7	0	0.0	3,112	234.8
5 Sep	843	3	0	0.0	3,318	236.7
6 Sep	19	2	0	0.0	3,459	230.9
7 Sep	7	0	0	n/a	3,294	248.9
8 Sep	n/a	n/a	n/a	n/a	3,930	228.7
9 Sep	n/a	n/a	n/a	n/a	1,490	245.4
Total	2,011,848	1,069,549	330,655	30.9	154,608	111.5

Viewability logging began on 22 August, which is why the first two rows carry session data only. 9 September is a partial day. Shaded rows are the days in question. Grey rows are days on which delivery had already stopped.

The question this table raises

If my traffic was invalid, it was invalid on the first day. Delivery did not stop on the first day. It carried on at full volume, 167,439 impressions on 30 August, 147,461 on 31 August, 105,851 on 1 September and 89,238 on 2 September, and only wound down on 3 September. Roughly 520,000 impressions were served after the account was suspended.

Those impressions were sold and the advertisers were billed for them. The only side of the ledger set to zero was mine. I would like to understand how the same traffic, on the same day, in the same log line, can be good enough to sell and not good enough to pay for.

4. Click through rate

The first reason given was that my CTR was too high. Measured on my side across the period:

Date	Impressions	Ad clicks	CTR
25 Aug	28,108	64	0.23%
26 Aug	62,040	295	0.48%
27 Aug	130,347	189	0.14%
28 Aug	135,741	111	0.08%
29 Aug	158,052	87	0.06%
30 Aug	167,439	437	0.26%
31 Aug	147,461	155	0.11%
1 Sep	105,851	157	0.15%
2 Sep	89,238	169	0.19%
3 Sep	10,434	8	0.08%
Period	1,069,549	1,673	0.16%

0.16 percent is a low to ordinary display CTR. It does not spike on any single day. If your own figure differs from mine, that difference is the most useful thing either of us could be looking at, and I would like to see it.

5. Where the traffic came from

Country	Impressions	Viewable	View %
India	533,629	164,789	30.9
United States	65,042	22,759	35.0
Philippines	34,093	12,428	36.5
Pakistan	28,186	8,890	31.5
Malaysia	27,217	10,396	38.2
Nigeria	26,483	10,487	39.6
Bangladesh	21,358	7,163	33.5
United Kingdom	16,077	5,149	32.0
Germany	14,525	3,740	25.7
Singapore	14,450	5,222	36.1

Device split: mobile 1,032,648 impressions at 31.6 percent viewable, desktop 36,901 at 12.2 percent. This is a mobile audience and I have never described it as anything else.

This traffic comes from crypto Facebook and X accounts that I own and built myself. Under 10 percent of it is paid. If the geography is a poor fit for your advertisers then that is a fair commercial objection and I will accept it as one. But it is a targeting decision, not invalid traffic, and it does not explain why the same inventory was sold for eight days before it became a problem.

6. Visitor behaviour

Across the period, 154,608 completed sessions averaged **111.5 seconds** on page. Even on the busiest days, when 14,000 to 15,000 sessions were recorded in a single day, the average held between 60 and 88 seconds. Sessions that ended inside ten seconds with no scrolling stayed under 1 percent on most days.

Automated traffic does not behave like this. Bots do not sit on a page for a minute, and they do not produce a spread of session lengths that varies by day and by country. This is the clearest counter evidence I have to the bot claim, and it is available to you at whatever level of detail you want, down to individual sessions.

7. On clicks not reaching advertisers

This one cannot be a publisher side fault

A publisher's involvement ends the moment the ad is displayed and the visitor clicks it. Everything after that click runs on your infrastructure. Your click URL, your redirect chain, your tracking domain, your click ID, your handoff to the advertiser's landing page. I have no code anywhere in that path.

So if a click is counted on your dashboard but never arrives at the advertiser's site, it is being lost between your click endpoint and their page. A redirect timing out, a tracking domain blocked by a mobile browser, a click counted at press time rather than on arrival, a click ID not passed through. All of those sit on your side. I could not cause them and I cannot fix them.

I reported suspected bugs in this area to you more than once over the past year, well before any of this happened, and they were acknowledged at the time. I mention it only to show that I have been trying to make this work rather than to score a point.

8. What would settle this

Four reasons have been given. Each one leaves a specific record behind it if it is true. I am asking for that record and for nothing else.

The reason given	What would settle it
CTR was too high	Your measured CTR for my zones, by day, next to your network average or the threshold that was crossed. My own count is 0.16 percent.
Clicks were not reaching advertisers	A click log for any single day showing timestamp, zone, click ID and what happened to the redirect. That path runs entirely on your servers, so this record can only come from you.
The traffic was bots	How many of the 1,069,549 impressions were classified invalid, and a sample with timestamps, zones and whatever signal was used. Any system that made this call wrote something down when it did.
The traffic was low quality	The standard being applied, where my account failed it, the first date it failed, and why delivery carried on after that date.

If any one of these is produced and it stands up, I will accept the decision, say so publicly, and correct anything I have written. I have no interest in being proved right. I am interested in seeing the record.

9. A note on my own measurement

While preparing this report I audited my own tracker and found a fault in it. On landing pages short enough to fit inside a phone screen, the scroll depth metric records 100 percent on arrival, because the bottom of the page is already in view. That makes scroll depth unusable on those pages, so I have left it out of this report entirely.

It affects no other figure here. Impressions, fill, viewability, session counts, time on page and clicks are all measured independently of it. I am telling you about it because I would rather point out a flaw in my own data than have you find it.

10. Where this stands

There is an unpaid balance of **[AMOUNT]** on my account, for inventory that was delivered, sold, and billed to advertisers.

I asked for an explanation from the first day and I am still asking for one. I am not able to treat a balance as forfeited on the strength of four changing reasons and no record.

This report is factual and drawn from my own logs. I intend to keep it, along with my account of what happened, publicly available and up to date until the balance is settled or evidence for the decision is provided. If either of those happens I will say so in the same places and with the same prominence.

All figures come from first party logs on my own servers and can be reproduced on request at any level of detail, including raw per session records. Prepared 9 September 2026.