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How Much Revenue Are You Losing to Ad Fraud?

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VP Customer Success



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Ad Fraud

- What's the latest in ad fraud?
- What does this problem look like for Publishers?
- What are the solutions?



2017

\$8B

2018

\$16.4B

Ad tech fraud is rampant in the digital publishing world.

Source: 2017, Mediapost

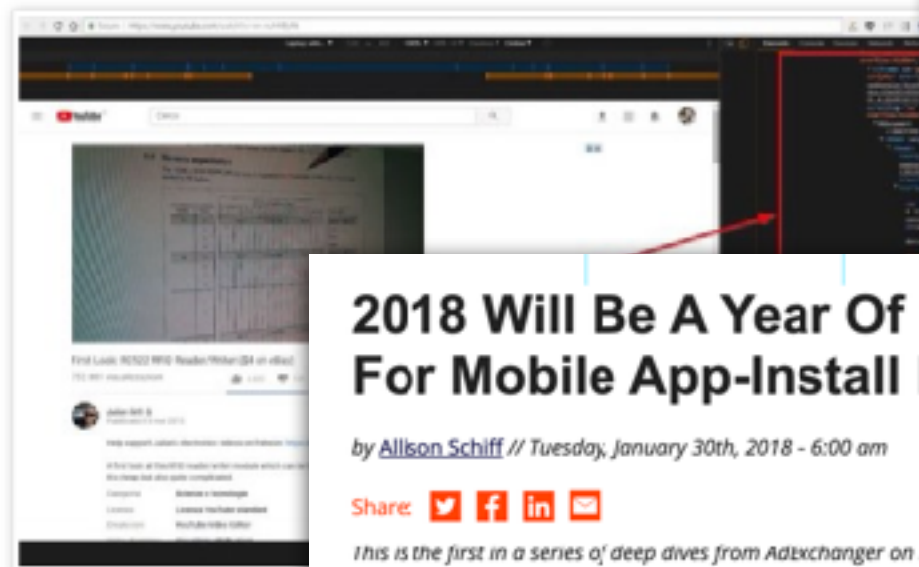


Stop dilly-dallying. Block all ads on YouTube

CRYPTOMINERS HIJACK GOOGLE'S DOUBLECLICK AD SYSTEM.

Author: Graham Cluley

PUBLISHED JANUARY 30, 2018 1:48 PM IN GOOGLE 9



As Ars Technica reports



WSJ



CNO

Fake-Ad Operation Used to Steal From Publishers Is Uncovered

Adform says 'Hyphbot' scheme created fake websites, nonhuman traffic to scam

\$500,000 a day



2018 Will Be A Year Of Reckoning For Mobile App-Install Fraud

by Allison Schiff // Tuesday, January 30th, 2018 - 6:00 am

Share:    

This is the first in a series of deep dives from AdExchanger on mobile fraud, including guides to fraud tactics and threat vectors and practical solutions from advertisers in the growth and user acquisition trenches.

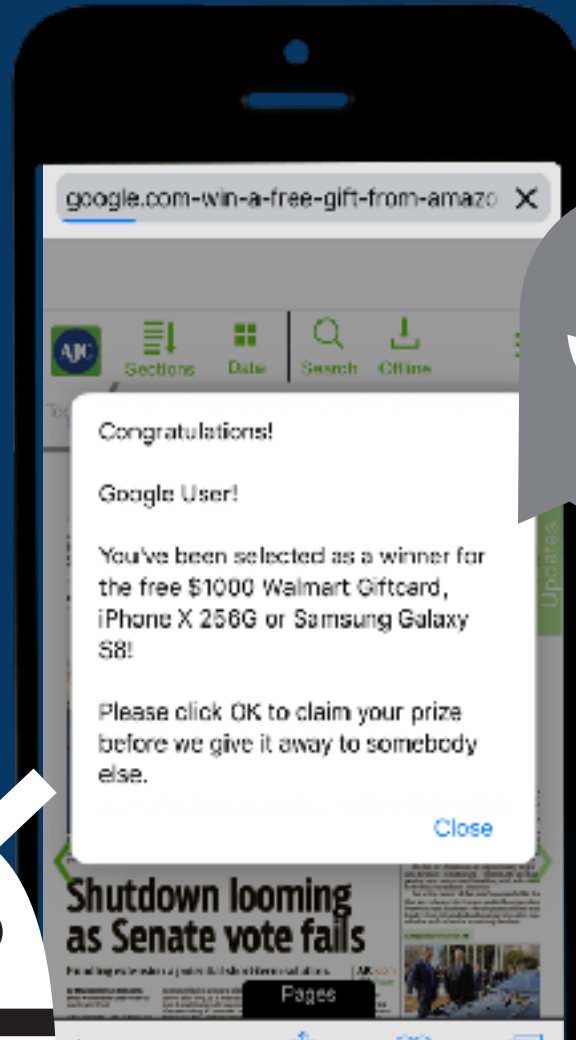
Ad dollars are flowing to mobile and fraudsters have noticed.



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What's the latest?

- Popups
- Auto redirects
- Browser hijackers
- Mobile fraud
- Bots
- Spoofed sites
- Ghost sites





THE PROBLEMS

**How much revenue
are you losing due
to ad fraud?**

**Do your advertisers
trust you?**

**What's impact
on users??**

**Why have publishers
grown so distant from
selling their inventory?**

**How much time does
your team spend
searching for bad ads?**





Dirty Living Room



Clean Living Room

**How do you compare to
other Publishers?**



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Top 2,000 news/media sites*

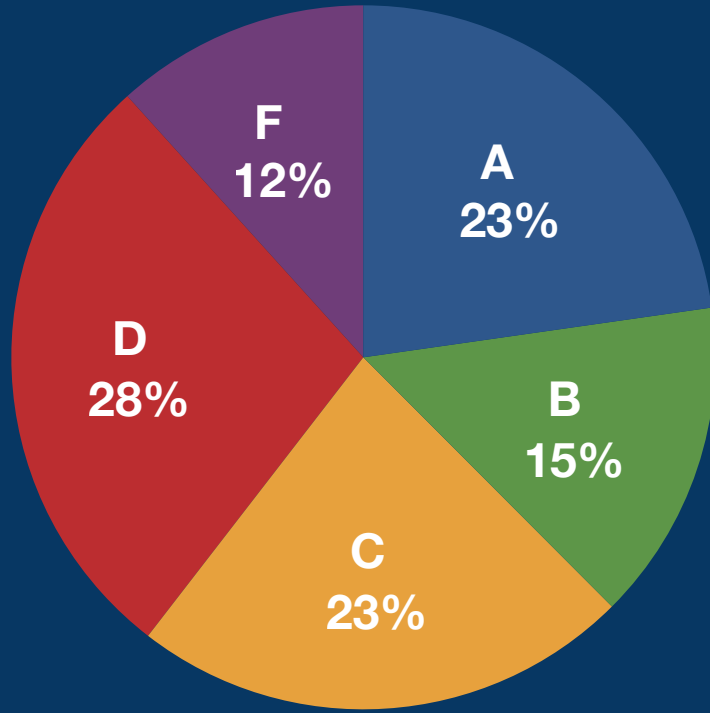
- Breakdown of ad tech vendors
- Ad fraud risk score breakdown
- Ads.txt adoption rate

*Source: [alexa.com](https://www.alexa.com)





BENCHMARKING STUDY



Risk Scores

- A: 23%
- B: 15%
- C: 23%
- D: 28%
- F: 12%

**63% are average
or below**





Ad Tech Vendors

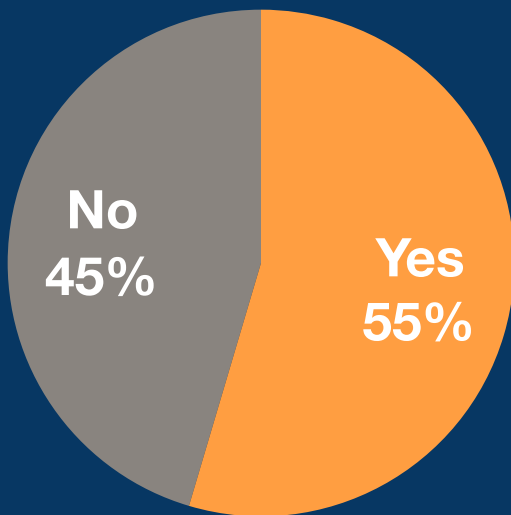
- Over 15,000 total ad tags found on 600,000 URLs
- Biggest risks vs best practices
 - DFP (21 is too many!)
 - AdSense (31 is too many!)
 - Google Tag Manager (28 is too many!)



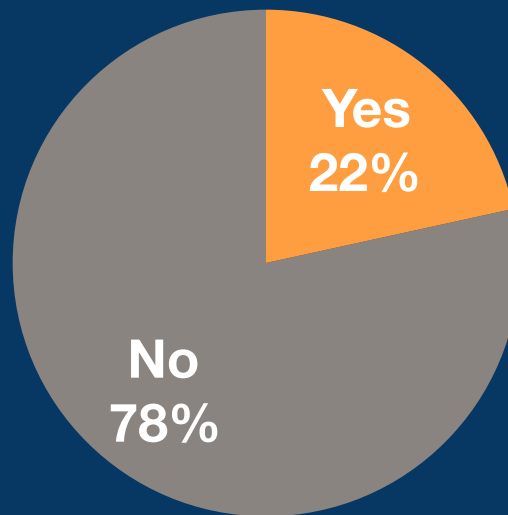


BENCHMARKING STUDY

Ads.txt adoption rate



DCD Study, Feb 2018



*Industry Average,
AdAge, Jan 2018*

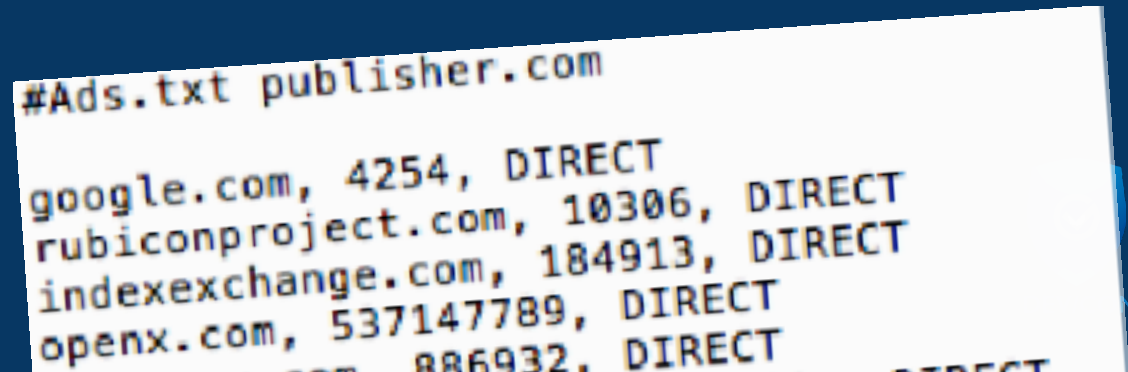
Doesn't ads.txt solve all my problems?

#1 It doesn't solve for syndication

#2 It doesn't solve for reseller chain activity

#3 It needs constant updating

#4 Everyone doesn't follow the rules!



#Ads.txt publisher.com

google.com,	4254,	DIRECT
rubiconproject.com,	10306,	DIRECT
indexexchange.com,	184913,	DIRECT
openx.com,	537147789,	DIRECT
	886932,	DIRECT
		DIRECT



What Can Publishers Do?

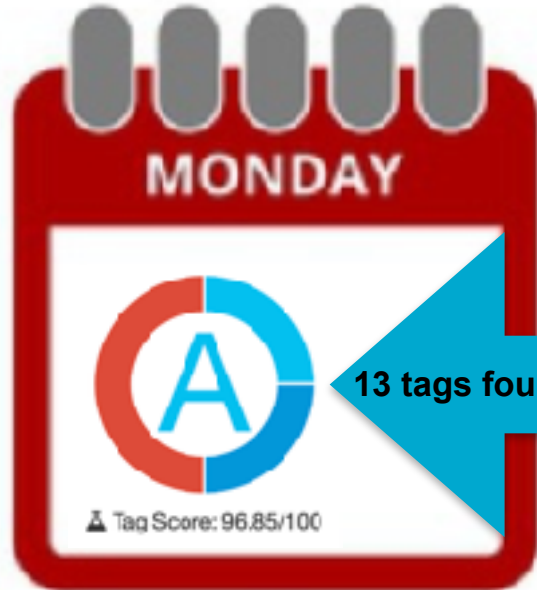
- Be compliant with new standards from betterads.org.
- Report poor experiences to vendors.
- Maintain good ad tech hygiene.
- Reporting. Reporting. Reporting.
- Partner with a trusted ad tech security vendor - or two.





THE SOLUTION

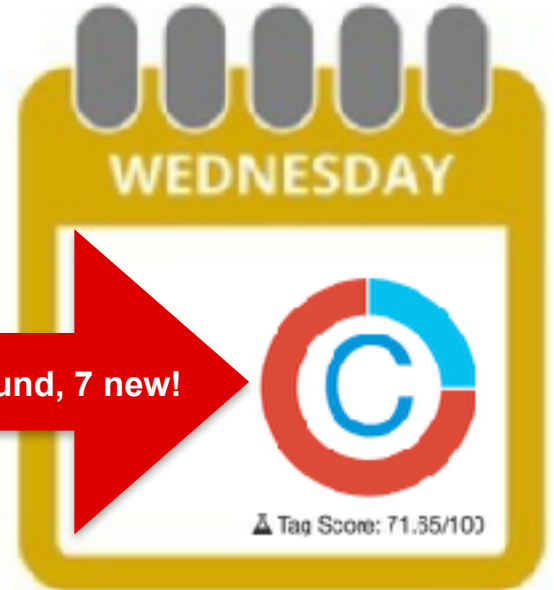
Ongoing, systematic monitoring is crucial.



13 tags found, all verified



75 tags found, 7 new!





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We help publishers by
stopping ad fraud.

Malicious Pop-ups,
Redirects, Malvertising



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Thank you

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