

4o Digital Session ΣΔΕ

“Transparency & Effectiveness – The new rules”



Ad Fraud

Is our ad seen by real people?

What is Ad Fraud?

Practice of falsifying traffic or traffic-related activities in order to charge advertisers for impressions, clicks or actions that never occurred

MRC Definition

1. General invalid traffic
bots, spiders, crawlers
wastes money on
impressions or clicks
that never happened

2. Sophisticated invalid traffic
more advanced deception
techniques not picked up by
botnet filters

Sophisticated techniques

Misrepresentation fraud

Publisher or fraudulent party that poses as a legitimate publisher falsifies site or ad-specific information to trick advertisers into believing they are buying sth they are not (ad stacking, location fraud, cookies fraud, domain spoof etc)

Attribution fraud

Deliberately trying to take credit for an action, to take compensation for (human inflation, device hijacking)

Fake news

Site that pose as a legitimate publisher either by generating an illegitimate website from scratch or by plagiarizing content from actual publishers

Where are we today

- ✓ More advanced tools > reduced general invalid yet sophisticated forms on the rise
- ✓ Difficult to quantify, yet we estimate 3-5% of fraud from bots
- ✓ 6.5B USD global cost*
- ✓ Non acceptable yet acceptable level of ad fraud

What's the impact?

- ✓ Money waste for advertisers
- ✓ Liability for adtech suppliers
- ✓ Risk reputation for publishers
- ✓ Higher risk for high-value areas like video or mobile, and less transparent programmatic (open exchange)