The Fraud is Coming from Inside the Ads

DEMAND-SIDE AD FRAUD AND WHAT IT COSTS LOCAL MEDIA
[Jill, this is sergeant Sacker. Listen to me. We've traced the call, it's coming from inside the house.]
RISKS FROM DEMAND-SIDE AD FRAUD

- Erodes Audience Trust
- Enables Criminal Activity
- Material Revenue Loss
70% of an average site’s audience is exposed to a bad ad every month
To the [fuzzy text] team:
Now, I've wanted to say this for a while but better late than never. Are you guys aware that the link to your articles often times (more so than never) redirect us yo spam and virus-linked websites? I mean, I get it, advertisements/clicks is what drives the business, but do you ever stop to think if it’s worth your readers going through all of these hassles to read an article? I’m not anti-ads, but there must be a way for you to have ads that doesn’t redirect us to any site with harmful codes that could mess up our computers or smartphones, etc.

On another note, love your articles and the fact that I often times learn something I never knew before, but something has gotta give. One Love.
From the Dark Web to your homepage ad unit.
ENABLING CRIMINAL ACTIVITY

ATTACKS BASED ON HOLIDAY SEASON

528% Sunday before Cyber Monday

388% Cyber Monday

PERCENT INCREASE AGAINST STANDARD AVERAGE

Source: © DEVCON DETECT INC. 2018
Ad tech offers interesting opportunities for foreign nation states.
Trackers from China on local news Sites

In the last 60 days DEVCON monitored over 77,000 attempts to gather data on visitors of local American news sites in 85 cities

LMA & ADHACK ORG 2019 Study
Source: ©DEVCON DETECT INC 2019
Malicious ads cost real money (and cause real headaches).
Of 1.9 billion programmatic mobile impressions in 2018, 384 million were lost to hedging against fraud.
MATERIAL REVENUE LOSS

AdHack.org/calculator

TRAFFIC STATS:
Traffic per month: 1500000
Mobile Share: 50% of site traffic
Video Share: 3% of ad inventory

CPMS:
Desktop Display: $1.50
Mobile Display: $.95
Desktop Video: $4.50
Mobile Video: $3.00

CALCULATE
FIND THE FULL REPORT AT AdHack.org