

Ad Fraud Is Going Away ... Kind of

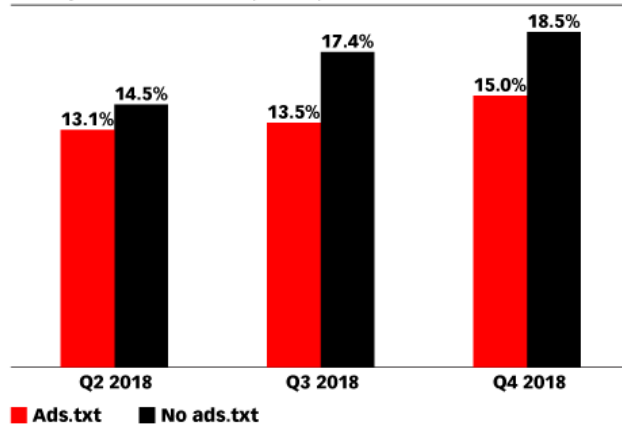
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eMarketer Editors

eMarketer principal analyst Nicole Perrin discusses the declining ad fraud problem. How is it affecting the industry? And how is the industry fighting back?

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Programmatic Display Ad Fraud Rates Worldwide for Sites with vs. Without Ads.txt, Q2 2018-Q4 2018
among impressions analyzed by Pixalate



Note: represents activity on Pixalate's platform, broader industry metrics may vary; read chart as saying in Q4 2018, 15.0% of display ad impressions on sites with ads.txt were measured as invalid, whereas for sites without ads.txt, 18.5% of display ad impressions were invalid
Source: Pixalate, "Q4 2018 Ads.txt Trends Report," March 28, 2019

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