The Ad Platform: Why Digital Ad Supply Chains 'Leak' Dollars

How well do you know the terms of your contracts with programmatic partners? Shailin Dhar, co-founder and CEO at Method Media Intelligence, an ad verification and analytics technology provider, joins host Nicole Perrin to explain how the programmatic media supply chain can leak ad dollars, including to fraud.

Programmatic In-App Ad Fraud Rates Worldwide, with App-Ads.txt vs. No App-Ads.txt, Q2-Q4 2019
among impressions analyzed by Pixalate

	App-Ads.txt	No App-Ads.txt
Q2 2019	19.4%	30.0%
Q3 2019	20.1%	32.7%
Q4 2019	18.7%	21.1%
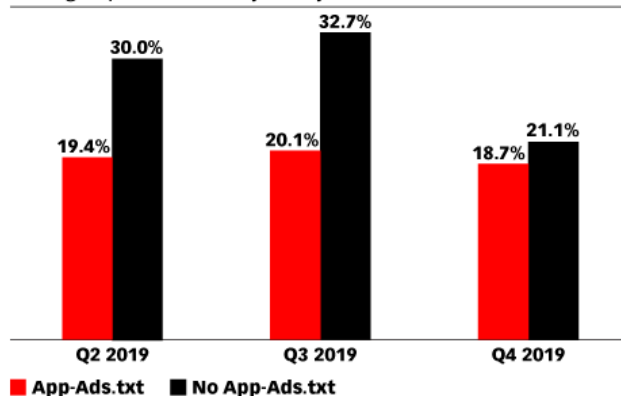
Note: represents activity on Pixalate's platform, broader industry metrics may vary; read chart as in Q4 2019, 18.7% of in-app ad impressions that adopted app-ads.txt were measured as invalid (IVT) vs. 21.1% of in-app ad impressions without app-ads.txt
Source: Pixalate, "App-Ads.txt & Ads.txt Trends Report 2019," March 2, 2020
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