

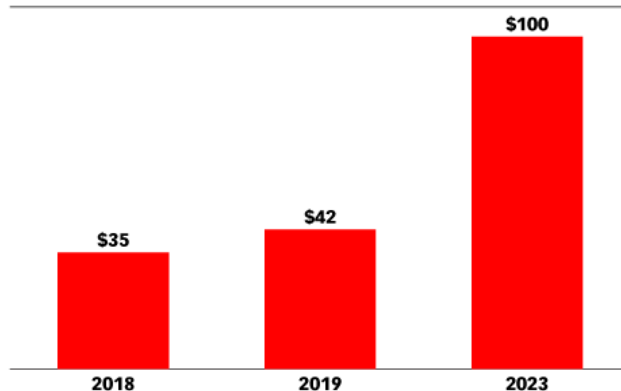
Podcast | Ad Fraud Rears its Head ... Again!

AUDIO |

eMarketer Editors

eMarketer principal analyst Nicole Perrin analyzes a new study on ad fraud that contradicts other data on this topic and suggests the problem may be bigger than previously estimated.

**Ad Spending Lost to Ad Fraud Worldwide,
2018, 2019 & 2023**
billions



Note: includes fraudulent activities via in-app advertising, mobile and online; 2019 dollars lost to fraud=21% increase vs. 2018
Source: Juniper Research, "Future Digital Advertising: Artificial Intelligence & Advertising Fraud 2019-2023" as cited in press release, May 21, 2019
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