

# Podcast | Dealing With Digital Ad Fraud

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**eMarketer Editors**

In the latest episode of "Behind the Numbers," senior analyst Nicole Perrin digs into her recent research into ad fraud. How big a problem is ad fraud, and where are the greatest vulnerabilities?

## **Programmatic Display Ad Fraud Rates Worldwide, by Device, Q3 2018**

*among impressions analyzed by Pixalate*

<b>Desktop/laptop web display</b>	<b>16.1%</b>
<b>Smartphone app display</b>	<b>15.9%</b>
<b>Smartphone web display</b>	<b>14.3%</b>
<b>Tablet app display</b>	<b>10.9%</b>
<b>Tablet web display</b>	<b>10.8%</b>

*Note: represents activity on Pixalate's platform, broader industry metrics may vary; read chart as 16.1% of desktop web display ad impressions were measured as invalid*

*Source: Pixalate, "Q3 2018 Ad Fraud Update," Jan 17, 2019*

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**Report** by Nicole Perrin Feb 06, 2019

## Digital Ad Fraud 2019

### DIGITAL AD FRAUD 2019

Mobile and Video Remain  
Riskiest Channels

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