

MOBILE AD FRAUD: TIME TO CLEAN THE SPACE

Mobile programmatic advertisers have been wrestling with measurement issues in an increasingly complex landscape. As with any maturation, growing pains are inevitable. Earlier this year, Marc Pritchard of P&G and The Association of National Advertisers (ANA) has **called for more transparency** and for the industry grow up to get paid.

S4M, a mobile ad tech platform, conducted an extensive study on **92 mobile programmatic campaigns** between July 2016 and February 2017 in the US, Europe, and APAC. This study follows a similar infographic conducted last year and will take into consideration previous results **to observe the evolution of fraud in the mobile ad industry.** As advertisers increase their

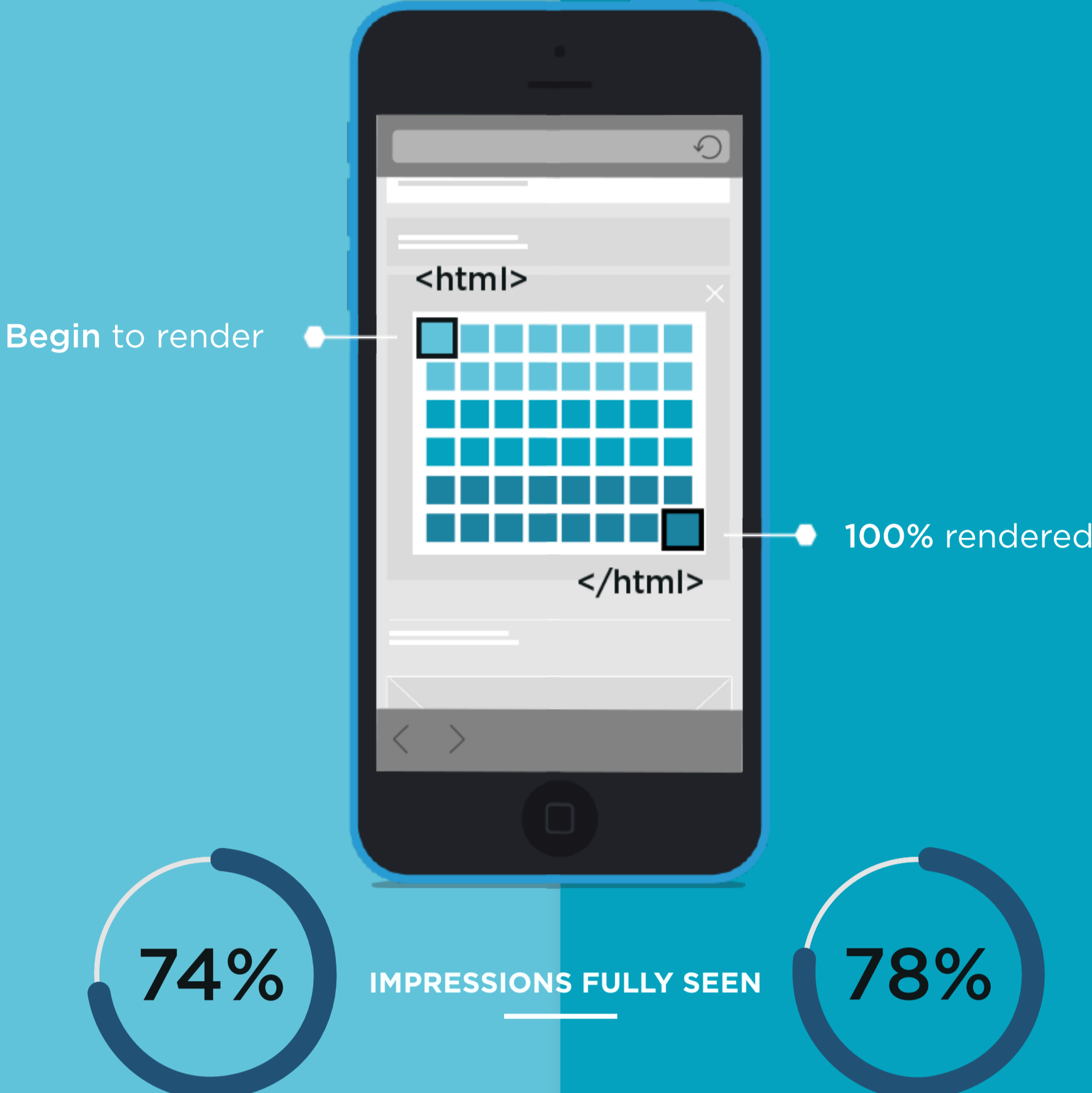
investments into the mobile channel, more incentives arise for fraud. The study this year found an improvement in the quality of fully rendered impressions. Due to sophistication in fraud detection technology, the study also found an increase in fraudulent clicks and drop-off between a click and the arrival on a mobile landing page.

2016

2017

INSIGHTS 

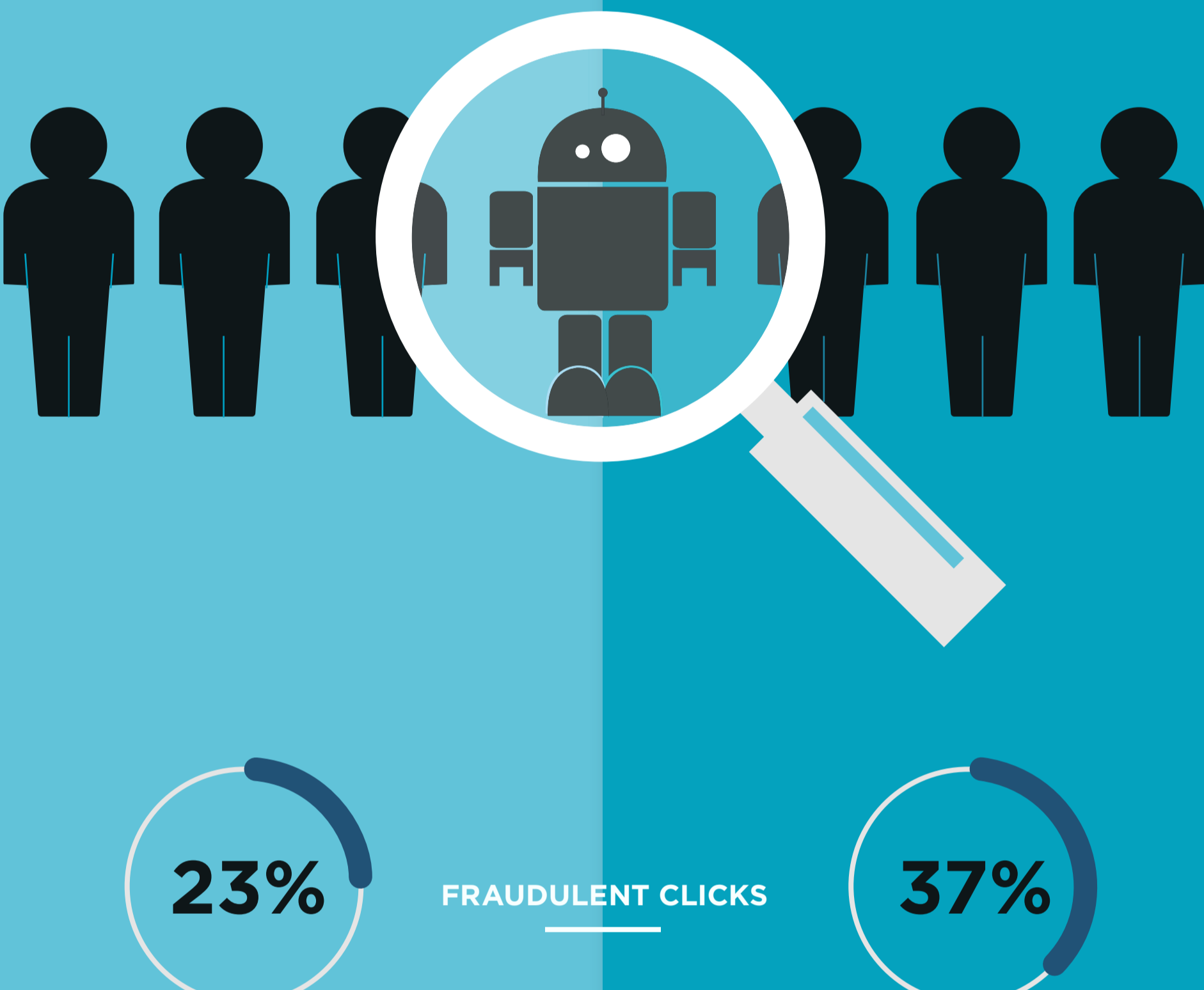
MORE IMPRESSIONS FULLY SEEN



↑ 4pts

In programmatic ad buying, there are still discrepancies between the ad request and a fully rendered ad on the mobile. The study this year found that 78% of impressions fully rendered from the ad request - **an improvement by 4 points** when compared to 74% from last year. Impressions not rendering properly can be due to various factors such as unstable network connection, heavy ad formats or users exiting the ad prior to rendering. Regardless, advertisers should be mindful of this discrepancy and pay only for **fully rendered impressions that actually engage** with end users.

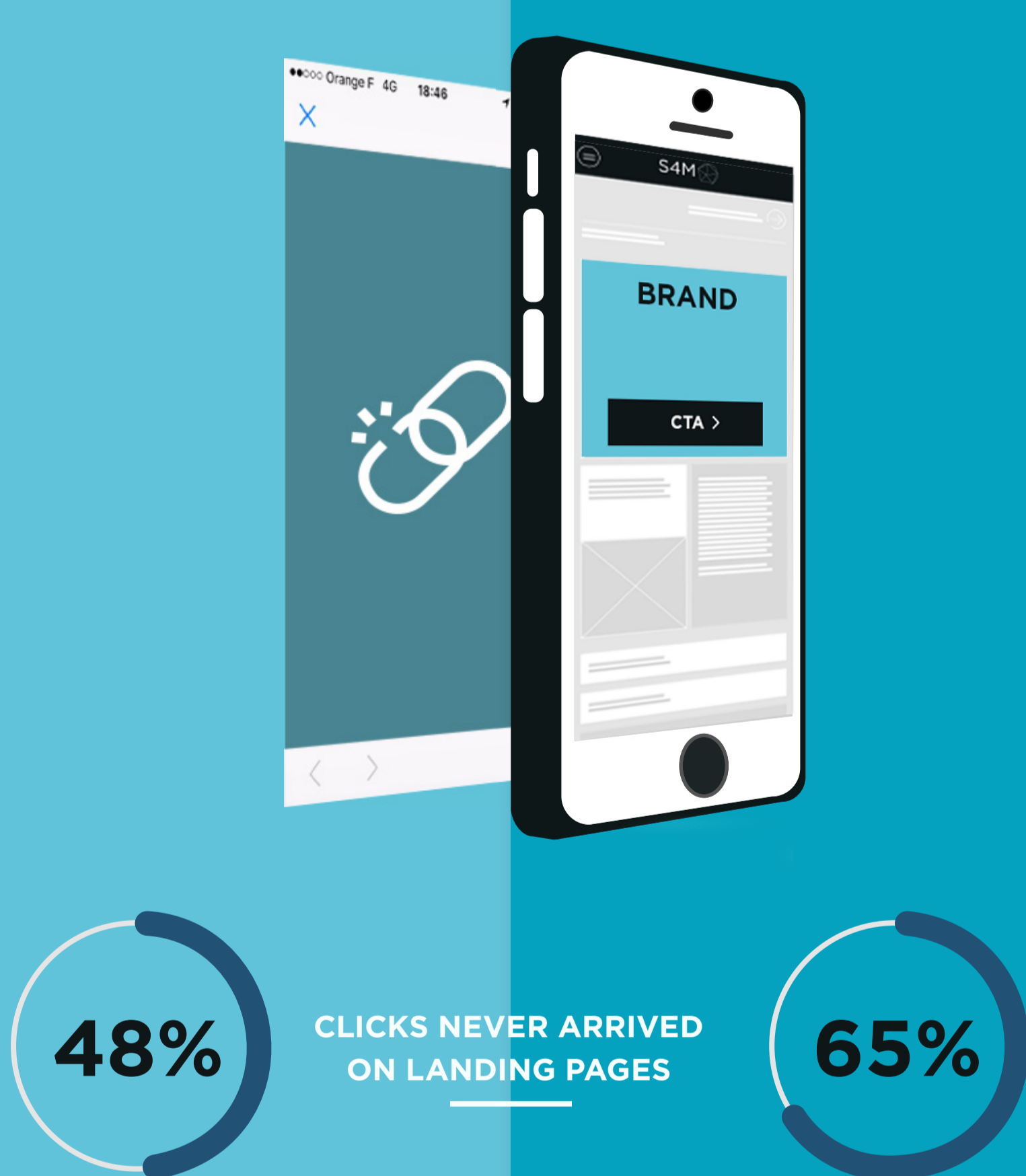
MORE FRAUD CLICKS DETECTED



↑ 14pts

Ad fraud remains prevalent in mobile campaigns, but the fight to flag suspicious clicks and non-human traffic (NHT) is maturing. The study found **a 14 point increase of fraud clicks.** While increasing investments provide more incentives for fraud, this result is also due to sophistication in fraud detection methods and more proactive efforts while the campaign is ongoing. A maturity in fraud detection goes a long way to guarantee advertisers accurate campaign engagement results and to **prevent media budgets wasted** on NHT.

MORE POST-CLICK DISAPPEARANCE



↑ 17pts

Similar to impressions, the study found 65% of users that clicked on an ad do not arrive on a landing page - **an increase of 17 points** compared to 2016. This drop-off can be observed with better methods to qualify clicks and human engagements and more sophisticated algorithms to help advertisers **avoid media budgets spent on non-qualified visits.** Finally, accidental clicks are inevitable and continue to persist in mobile campaigns.

Ad fraud can never be fully eliminated and measurement discrepancies will still remain in campaign reports. Advertisers should be informed instead on fraud detections to make the most of their mobile campaign budgets.

Advertisers can make conscious decisions to insulate their media budgets from fraud. Here are some concrete actions:



Choose anti-fraud technologies with sophisticated fraud detection algorithms.



Qualify impressions and landing page arrivals using a 100% fully rendered standard.



Seek out technologies accredited by independent third-party organisations such as the Media Rating Council to achieve vetted campaign results.