Alliance for
Audited Media
TRANSACT WITH TRUST

360
Media Alliance

Monetizing Your Quality Audience

Daily Herald **BUSINESS LEDGER**

The Business Resource for Suburban Chicago

News | posted: 10/26/2012 5:59 PM

Carpentersville brings on new trustee

Facebook   LinkedIn   Twitter   Print
f   in   🐦

Carpentersville to put board meetings online

LOCAL MEDIA SUMMIT

Carpentersville trying to change village's public perception

Ⓒ **By ERIN SAUDER**
   ELGIN COURIER-NEWS | MAR 18, 2016 | 7:23 PM

Voters could decide whether Carpentersville trustees, president should have term limits

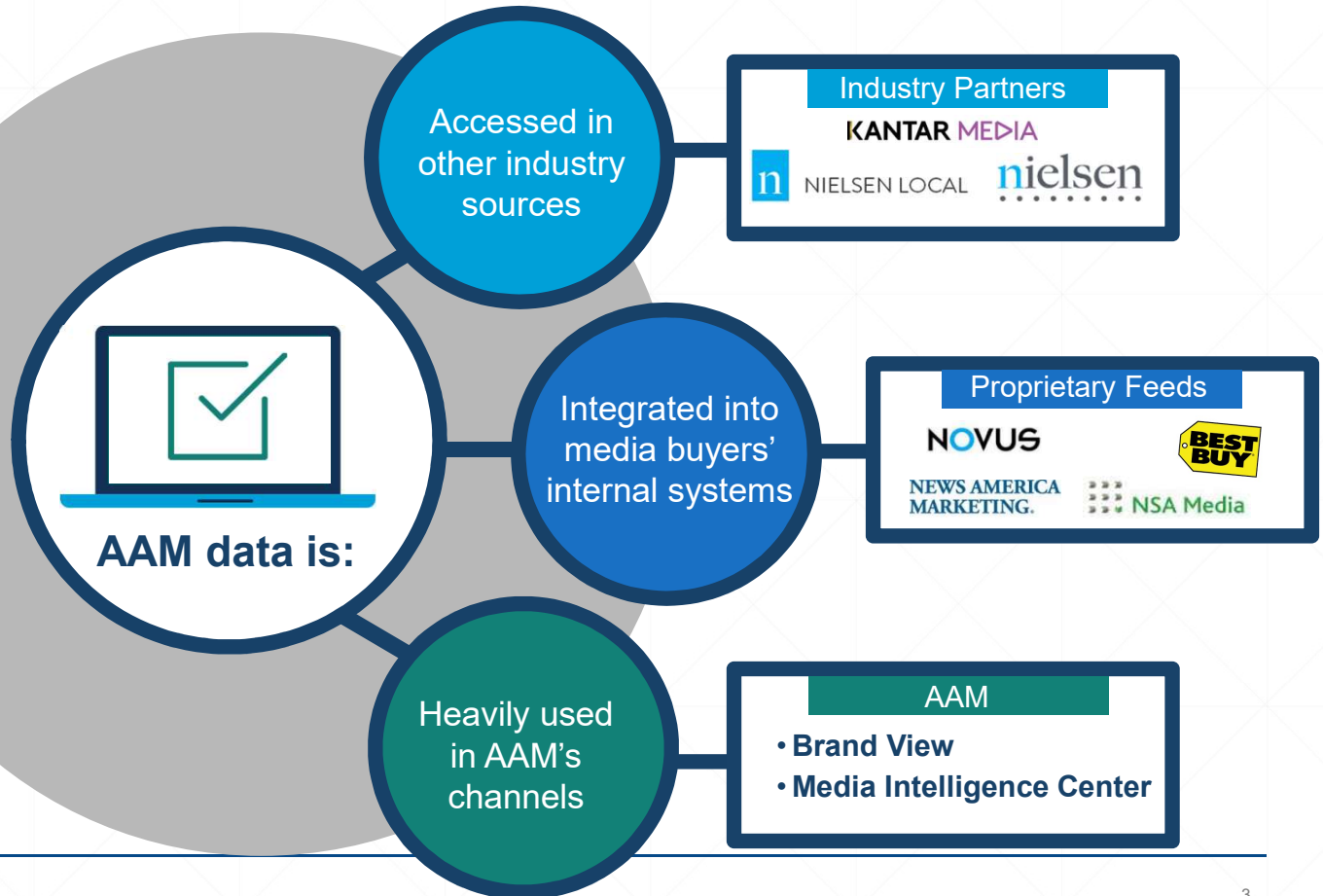**Carpentersville repeals resolution making English its official language**

Lauren Rohr
🐦 Follow 824 followers

Updated
5/15/2018 10:17 PM

Carpentersville trustee resigns board seat because he's relocating to Florida

Ⓒ **By ERIN SAUDER**
   THE COURIER-NEWS | JUN 06, 2019 | 1:40 PM

AAM's Data Distribution Network

Almost All News Media Advertising Is Bought Through The Sources In AAM's Data Distribution Network

AAM data is:

Accessed in other industry sources

Industry Partners
KANTAR MEDIA
NIELSEN LOCAL
nielsen

Integrated into media buyers' internal systems

Proprietary Feeds
NOVUS
NEWS AMERICA MARKETING.
NSA Media
BEST BUY

Heavily used in AAM's channels

AAM
• Brand View
• Media Intelligence Center

Alliance for Audited Media

Buyer Usage Is **Strong** In AAM's Media Intelligence Center

The Place For Verified Print And Digital Data From Premium Media Brands In North America

2,981
Active MIC users

69%
Of users access at data at least monthly

8X
Increase in newspaper cross-media report downloads**

20%
Increase in usage since 2015*

These buyers are the heaviest users of your data

Media Intelligence Center: Now and Then

BEFORE
This is a news media property that has not activated their profile

Media Intelligence Center: Now and Then

Digital Ad Fraud

Figure 1: Attractiveness of hacking based on financial gain and effort

State of Digital Advertising

DIGIDAY

'A daily, hourly fight': Digital ad fraud is worse than ever
JANUARY 9, 2019 by Jessica Davies

02.26.19

You're being used to steal $50 billion in digital advertising

A new report says digital ad fraud is bigger–and more sophisticated–than prepared to deal with.

ADWEEK

Cybersecurity Firm Finds Increasingly Complex and Common Malware Inside of Ad Networks

By Marty Swant | 3 hours ago

Devcon says it's found several polyglots

AD FRAUD

DIGITAL

Russian Ring of Digital Ad Crooks Is Reportedly Making Over $3 Million a Day

White Ops today reported that a group of Russia-based cybercriminals is stealing $3 million to $5 million daily from premium-video-focused advertisers.

Problem: Marketers waste their digital ad spend, and quality publishers lose out on revenue.

Digital ad fraud has serious consequences.

- **Marketers** pay for ads that cannot produce ROI, which limits growth opportunities.

- **Publishers** compete with fraudulent sites, which limits their investment in quality publishing.

- **Society** is harmed when ad dollars are directed to nefarious entities, which effects our democracy.

Top 3% of 329MM Sites Get Most Human Pageviews*

3%
Sites with Most Human Pageviews

97%
Questionable Quality Sites
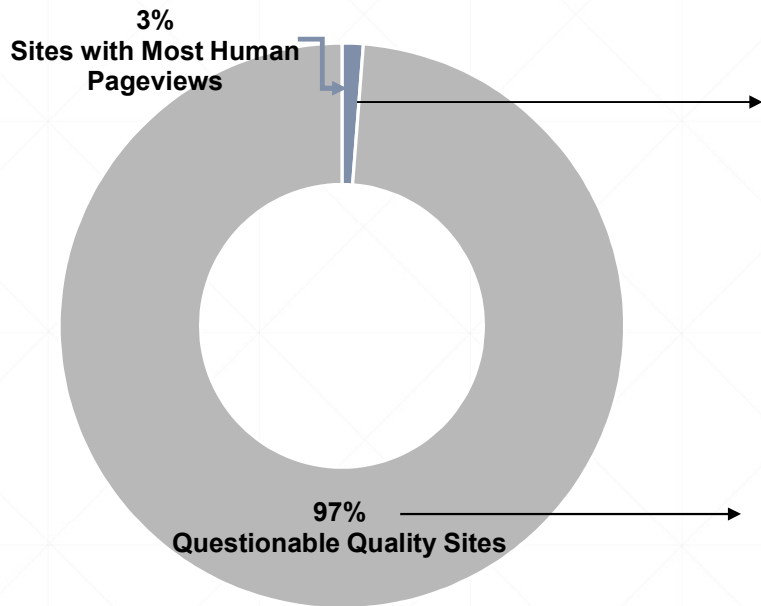
11MM Estimated Legitimate Sites

Host content that humans want to read

ajc.com
bizjournals.com
chicagotribune.com
economist.com
elle.com
espn.com
fitnessmagazine.com
forbes.com
macleans.ca
nytimes.com

philly.com
realsimple.com
people.com
sacbee.com
silive.com
stltoday.com
theglobeandmail.com
tennessean.com
usatoday.com
washingtonpost.com

This is where marketers' ads are placed on legitimate publishers' web sites and can be exposed to bots

318MM Estimated Questionable Sites

000000.com
0000000.com
00000000.com
000000000.com
0000000000.com
00000000000.com
000000000000.com
0000000000000.com
00000000000000.com
000000000000000.com
0000000000000000.com
00000000000000000.com

000au000.com
000auction000.com
000audio000.com
000augusta000.com
000aurora000.com
000aus000.com
000austin000.com
000australia000.com
000austria000.com
000auto000.com
000autocraft000.com
000autoglass000.com

This is where marketers' ads are placed on fraudulent/fake web sites and exposed to bots

*Verisign Q4 2016 Doman Name Industry Brief, Marketing Science Consulting Group, 2017 research

How ad fraud works ... very simply

1. Start with lots of bots
2X more data center browsers than malware on PCs at home

Source: Distil Networks 2017
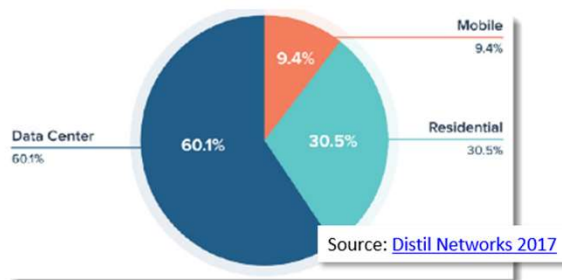
2. Launder using tech tools
Randomize referrer to look legit, user agent, and IP address location

Source: Ratko Vidakovic, May 2017
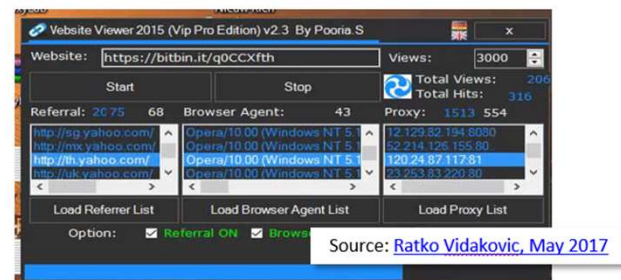
3. Sell traffic to willing buyers
"Sites that carry ads" want to buy traffic to increase ad revenues

Publishers who want it

4. Sell low cost CPMs on exchanges
Massive quantities of low cost inventory sold to marketers, fully laundered

| AD INVENTORY SNAPSHOP: 2017.04.06 | | |
Website	Impressions	% Total
	8,571,135	100.00%
SmartRTB+	6,371,570	74.34%
ONE by AOL: Displa		
Admeta		
BidSwitch	514,481	6.00%
ONE by AOL: Video	67,907	0.79%
BrightRoll Exchange for Video from Yahoo!	47,613	0.56%
PubMatic	25,705	0.30%
StickyAdsTV	22,375	0.26%

Advertisers who want it

Digital Ad Fraud

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Ad fraud on such a massive scale…

Myspace Looked Like It Was Back. Actually, It Was A Pawn In An Ad Fraud Scheme

MySpace.com referral traffic
The percentage of referral traffic to Myspace.com by referrer
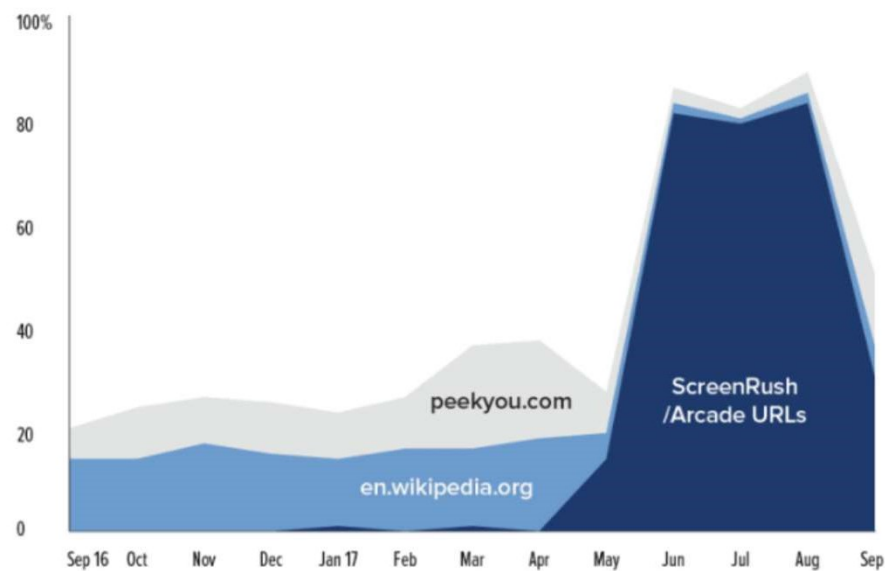
BRANDS THAT APPEARED MULTIPLE TIMES ON THE MYSPACE TRENDING VIDEOS PAGE

Ad fraud on such a massive scale...

Spoofed Inventory

AD INVENTORY SNAPSHOP: 2017.04.06		
Website	Impressions	% Total
publisherA.com	8,571,135	100.00%
SmartRTB+	6,371,570	74.34%
ONE by AOL: Display Market Place	967,144	11.28%
Admeta	551,531	6.43%
BidSwitch	514,481	6.00%
ONE by AOL: Video	67,907	0.79%
BrightRoll Exchange for Video from Yahoo!	47,613	0.56%
PubMatic	25,705	0.30%
StickyAdsTV	22,375	0.26%

*... but, PublisherA does **NOT** sell ads on open exchanges!*

The FT warns advertisers after discovering high levels of domain spoofing

SEPTEMBER 27, 2017 — Jessica Davies

The Financial Times has investigated the scale of domain spoofing occurring against its site, and has been shocked by the results.

The publisher has found display ads against inventory masquerading as FT.com on 10 separate ad exchanges and video ads on 15 exchanges, even though the FT doesn't even sell video ads programmatically, with 300 accounts selling inventory purporting to be the FT's. The scale of the fraud uncovered is vast — the equivalent of one month's supply of bona fide FT.com video inventory was fraudulently appearing in a single day. The FT has

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consulting group, inc.

```
#AdSupply
Addroplet.com, 4770, DIRECT
pubmatic.com, 51616, RESELLER, 5d62403b186f2ace
#Amazon
aps.amazon.com, 4062b6d1-6b16-44d6-91e2-dfdb6287ba53, DIRECT #display
openx.com, 540191398, RESELLER, 6a698e2ec38604c6 #display
pubmatic.com, 157150, RESELLER, 5d62403b186f2ace #display
districtm.io, 100962, RESELLER #display
appnexus.com, 1908, RESELLER, f5ab79cb980f11d1 #display
yldbt.com, 5b522cc167f6b300b89dc6d3, RESELLER, cd184cb30abaabb5 #display
coxmt.com, 2000068024302, RESELLER #display
#Arkadium
google.com, pub-1995032544933848, RESELLER, f08c47fec0942fa0
exponential.com, 151520, DIRECT, afac06385c445926
indexexchange.com, 184999, DIRECT
rubiconproject.com, 17214, DIRECT
aps.amazon.com, 661990cc-08cb-45bb-9ee2-90c2a9034640, DIRECT
adtech.com, 10469, DIRECT
sovrn.com, 239073, DIRECT, fafdf38b16bf6b2b
appnexus.com, 7541, DIRECT
openx.com, 537120530, RESELLER, 6a698e2ec38604c6
tremorhub.com, f40lx-dal6y, RESELLER, 1a4e959a1b50034a
#AOL Oath
coxmt.com, 2000067907202, RESELLER
pubmatic.com, 156078, RESELLER #banner
pubmatic.com, 156377, RESELLER, 5d62403b186f2ace
openx.com, 537143344, RESELLER #banner
openx.com, 537126269, RESELLER, 6a698e2ec38604c6
pubmatic.com, 156138, RESELLER #banner
```

Anti-fraud tool Ads.txt looks vulnerable in botnet scam revelation

DoubleVerify identified an Ads.txt exploit that could have cost advertisers millions.

Robin Kurzer on February 8, 2019 at 1:20 pm

How it worked

- Bad actors spoofed legitimate websites
- Created bot network to inflate page views
- Opened accounts with resellers as approved resellers

Fix

- Ask that publishers be vigilant of their Ads.txt lists
- Require through contract that you only buy via direct relationship or max 'one-hop' relationship

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Meet DrainerBot, the Ad-Fraud Operation That Could Be Stealing Your Mobile Data

Oracle claims it was distributed via hundreds of apps

By Ronan Shields | February 20, 2019

Per Oracle, the DrainerBot code appears to have been distributed via infected software integrated into hundreds of popular consumer Android apps, such as Draw Clash of Clans and Solitaire: 4 Seasons, that deliver fraudulent, invisible video ads to the device. The infected apps then report back to the ad network that each video advertisement has appeared on a legitimate publisher site, but the sites are spoofed, not real.

Word Link

Worzzle Games   Word

E Everyone

Contains Ads · Offers in-app purchases

ⓘ This app is compatible with all of your devices.

★ ★ ★ ★ ★ 492,688 👤

Add to Wishlist

Install

REVIEWS

4.6

★ ★ ★ ★ ★

👤 492,688 total

5
4
3
2
1

ⓘ Revi

ADDITIONAL INFORMATION

Updated	Size	Installs
February 19, 2019	31M	50,000,000+

Current Version	Requires Android	Content Rating
2.5.6	4.1 and up	Everyone
		Learn More

Interactive Elements	In-app Products	Permissions
Digital Purchases	$0.99 - $49.99 per item	View details

Report	Offered By	Developer
Flag as inappropriate	Worzzle Games	wordlink@boooea.com
		Privacy Policy
		Grand Pavilion, Hibiscus Way, 802 West Bay Road, Grand Cayman, Cayman Islands

Uber Sues Mobile Agency Alleging Ad Fraud

Lawsuit also accuses Fetch Media of not returning rebates and misrepresenting effectiveness of mobile ads
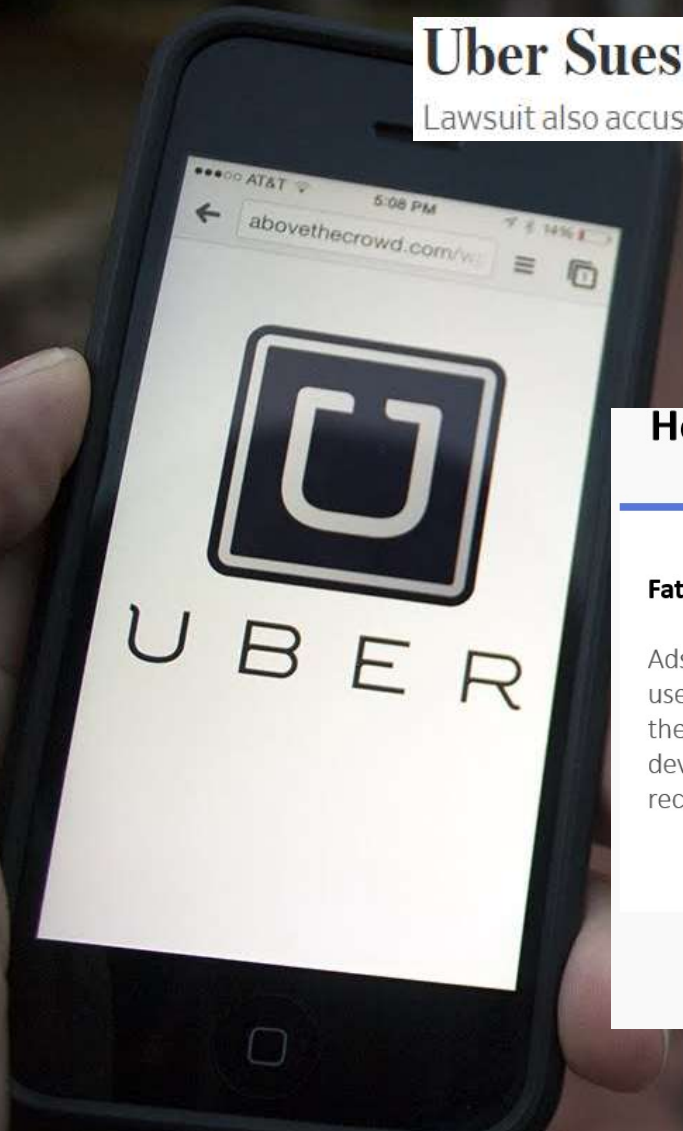
How attribution fraud works... just a few examples

Fat Finger Fraud

Ads that try to trick users to click on them so that the device has a recorded click

Click Injection

Malicious apps that generate clicks in the background – sometimes sending users to the app store, other times in the silently.

Stacking Ads

A user clicks on a single ad, but "underneath" it are many ads -- each for a different advertiser, many clicks sent to MMP

Click Spamming

Sending clicks for known device IDs or IP ranges to fool the attribution system (human hasn't clicked on ad).

Taking credit for installs that would have happened anyway by generating "clicks" on as many devices as possible

抖音号:Bailun304335634

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Ad fraud on such a massive scale…

Ad fraud on such a massive scale…

Paid extra for geotargeting, but it's faked

Percent	HTTP_X_
38.2%	com.jiubar
20.6%	com.jb.zca
19.7%	com.jb.em
11.4%	com.gau.g
4.6%	com.jb.gos
1.2%	com.jb.gol
0.9%	mac.mobil
0.7%	com.ace.c
0.6%	com.jb.se
0.5%	com.jiubar

	percentage
— Houston	79.30%
— Katy	3.91%
— Spring	3.45%
— Smithville	2.66%
— Austin	2.36%
— Cypress	2.32%
— Pasadena	1.86%
— Humble	1.62%
— Pearland	1.47%
— Missouri City	1.05%

Percent	HTTP_X_RE
22.9%	com.gau.g
19.2%	com.jb.zca
14%	com.jb.em
9.2%	mac.mobil
7.4%	com.steam
6.3%	com.latinir
5.9%	com.jiubar
5.3%	com.jb.gok
4%	com.jb.gos
1.5%	com.jiubar

	percentage
— Bozeman	42.41%
— Butte	17.67%
— Anaconda	13.09%
— Billings Metropolitan	8.25%
— Belgrade	6.41%
— Dillon	5.76%
— West Yellowstone	2.62%
— Missoula	1.57%
— Townsend	1.57%
— Columbus	0.65%

Not Normal – in both campaigns
1. 100% mobile apps; 100% Android; same top 15 apps in both markets
2. 100% of impressions generated between 4a – 5a local time
3. 100% fake devices; 15 unique devices generated top 95% impressions
4. 100% data center traffic, randomized through residential proxies

marketing.science
consulting group, inc.

What does ad fraud look like?

- **3VE** (pronounced 'Eve')
  - Infected computers with malware
  - Spoofed fraudulent domains
  - Faked websites
  - $33MM stolen from quality publishers
  - 8 charged, 3 arrested
    - Russia, Malaysia, Kazakhstan, Ukraine

Operation summary

3b+ Daily bid requests	1m Compromised IPs	700k Active infections at a time
60k+ Accounts selling ad inventory	10k+ Websites counterfeited	1k+ Data center nodes

Peak metrics, including ad traffic volumes and other volumes observed over the course of 3ve's investigation.

What does ad fraud look like?

Sergey Ovsyannikov, 30, Kazakhstan

- Operated "Adzos" and "Clicklandia" as front companies
- Created "Octmedia LP" to receive ad revenue; **paid $10,000 USD/month** "for technical support services"
- Avg monthly salary in Kazakhstan = **$441 USD**
- After arrest, sued vendors to recapture seized assets

The New York Times | TECHNOLOGY

The Flourishing Business of Fake YouTube Views

Plays can be bought for pennies and delivered in bulk, inflating videos' popularity and making the social media giant vulnerable to manipulation.

500VIEWS

🏠 Home 📄 About ▶ YouTube ⊙ SocialDose ⊙ Vivalikes ☰ F.A.Q 📞 Contact

March 5, 2019

We have fixed the most recent update by YouTube. All of our FAST and SLOW views are working. Remember if you order 10,000 views or more you will get speeds of *10,000-50,000 views per day*. If you order under 10,000 views the speed will be *300-500 views per day*.

Average watch time of Facebook page videos

Organic reach of Facebook Page posts: Part 1

Referral traffic from Facebook to websites & mobile apps

iPhone Traffic for Instant Articles

Mobile Web Video Views

Facebook video ad completion rate

Instant Article Video Views

Reaction Breakdowns of Facebook Page Live Videos

Like, Share and Comment Counts for Off-Facebook Links

Organic reach of Facebook Page posts: Part 2

Average time spent on Facebook Instant Articles

Video Carousel Ad Link Clicks

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Marketing Land

Ad fraud on such a massive scale...

Chase: 99% reach had no impact

"99% reduction in 'reach' ... Same Results."

Chase Had Ads on 400,000 Sites Then on Just 5,000. Same Result

SAPNA MAHESHWARI MARCH 29, 2017

"JPMorgan had already decided last year to oversee its own programmatic buying operation.

Advertisements for JPMorgan Chase were appearing on about 400,000 websites a month. [But] only 12,000, or 3 percent, led to activity beyond an impression.

[Then, Chase] limited its display ads to about 5,000 websites. We haven't seen any deterioration on our performance metrics," Ms. Lemkau said."

Source: NYTimes, March 29, 2017

(because it wasn't real, human reach)

When Procter & Gamble Cut $200 Million in Digital Ad Spend, It Increased Its Reach 10%

Unilever is also reevaluating its budget

Where the $19B stolen is reinvested by bad actors…

DEFUND JOURNALISM

ELECTION TAMPERING

SOCIETAL DIVIDE

CIVIL UNREST

Alliance for Audited Media
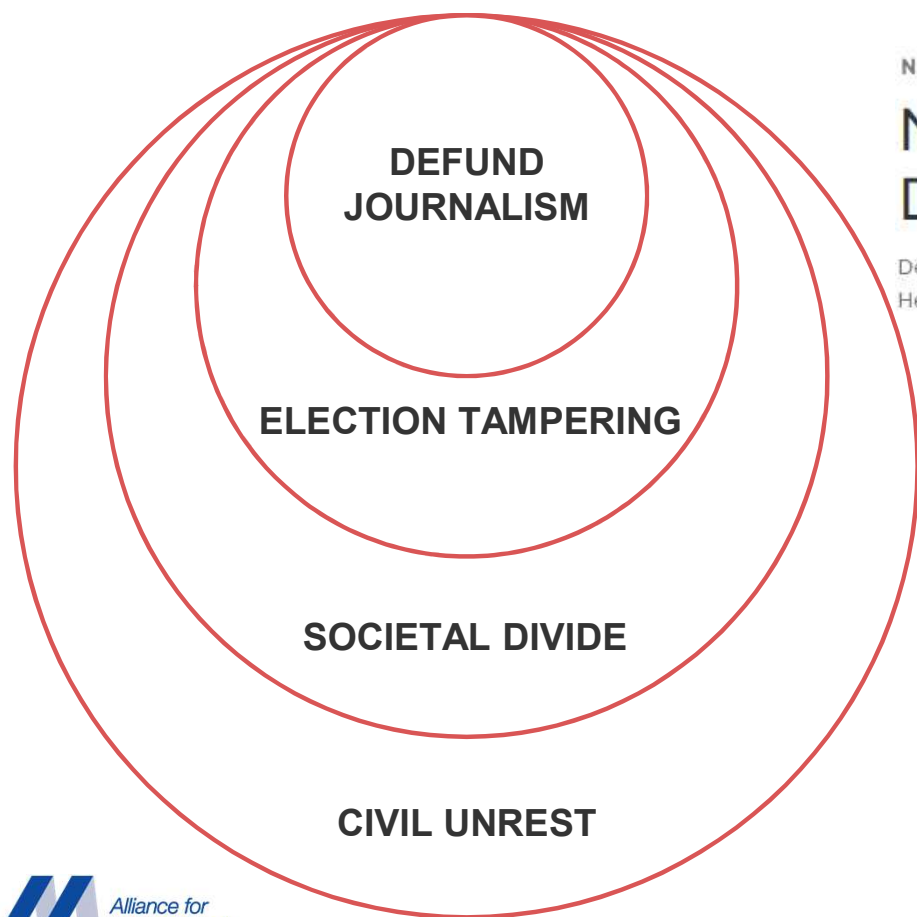
NATIONAL SECURITY

New Reports Detail Expansive Russia Disinformation Scheme Targeting U.S.

December 17, 2018 - 12:55 PM ET
Heard on All Things Considered

How Russia used social media to divide Americans

Russian trolls and bots focused on controversial topics in an effort to stoke political division on an enormous scale – and it hasn't stopped, experts say

by Tom McCarthy

The Industry Has A Media Quality Crisis

Billions are lost to ad fraud annually.
There is currently no way of distinguishing good publishers that make significant investments
in maintaining high-quality advertising environments from bad sites that make no investments

SITES

FRAUDULENT

**LEGITIMATE
(BUT SOURCING TRAFFIC)**

**LEGITIMATE
(WITH GOOD PRACTICES)**

TEXAS NEWS

TEXAS NEWS

TRAFFIC

INVALID VS VALID TRAFFIC

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= Detected invalid traffic
(General or Sophisticated IVT)

= Undetected invalid traffic

= Valid traffic
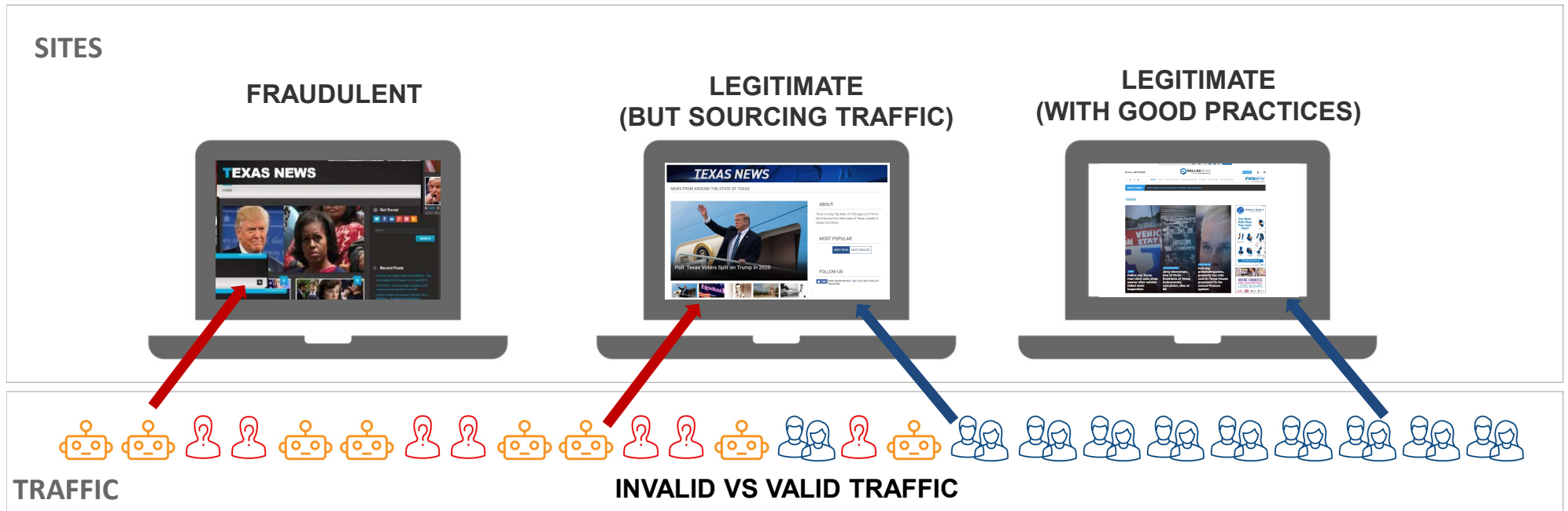
New Assurance Solution:
Differentiate Quality Publishers with a Third-Party Audit

Publisher audits separate the universe of quality sites that invest in high-quality advertising environments from others, redirecting billions back to quality publishers

QUESTIONABLE SITES

FRAUDULENT

LEGITIMATE (BUT SOURCING TRAFFIC)

AAM QUALITY CERTIFIED SITES

LEGITIMATE (WITH GOOD PRACTICES)

TRAFFIC

TRAFFIC

$19B*

*_Juniper research_: AD FRAUD TO COST ADVERTISERS $19 BILLION IN 2018, REPRESENTING 9% OF TOTAL DIGITAL ADVERTISING SPEND

Alliance for Audited Media
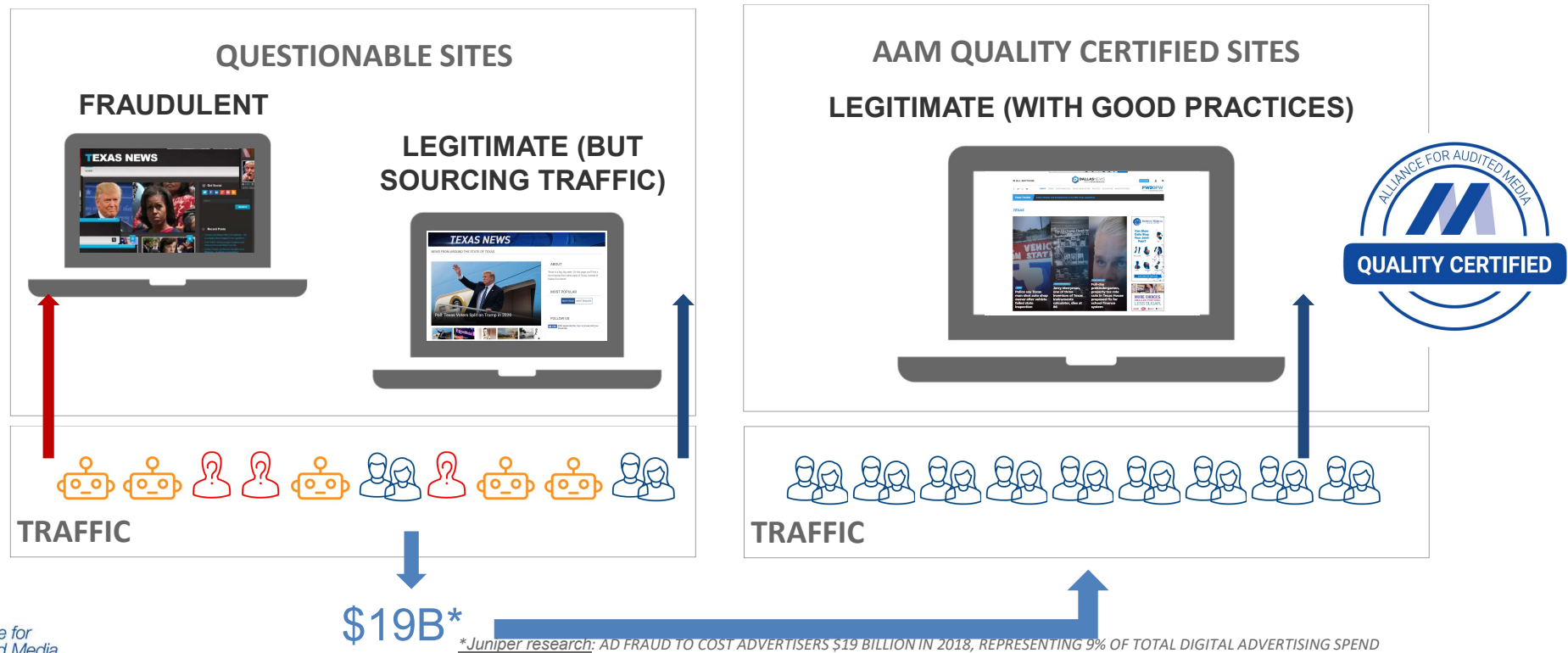
AAM Publisher Audits and MRC-Accredited Measurement Are Complementary
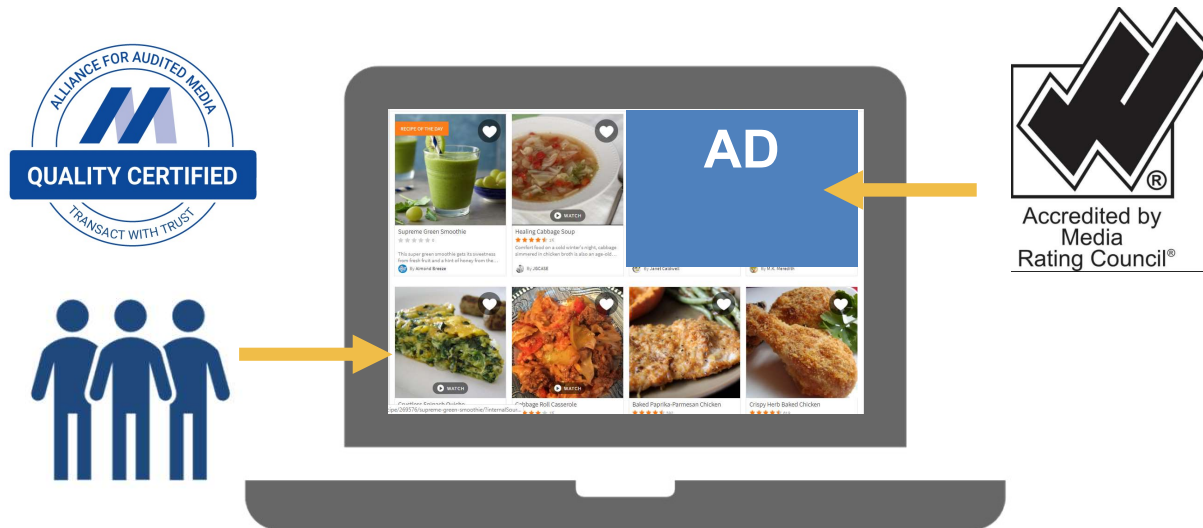
AAM Publisher Audit	MRC-Accredited Measurement
Pre-measurement traffic and site verification	Measurement
Provides upstream assurance	Provides downstream assurance
Validates legitimate sites with human audiences	Validates ad campaigns
Focuses on site traffic	Focuses on measurement of ad delivery

Quality Certification Activation

AAM Quality Certified publishers are prioritized throughout the buying ecosystem through an expanded distribution network

Quality Certified Domain List

Ad Exchanges
- Automated distribution, integration with DSPs

Marketer & agency access
- Include in RFPs
- Inform whitelists
- Prioritize buys

Whitelist service providers
- Use to inform whitelists

AAM channels
- Download list at auditedmedia.com
- Media Intelligence Center
- Brand View

Alliance for Audited Media
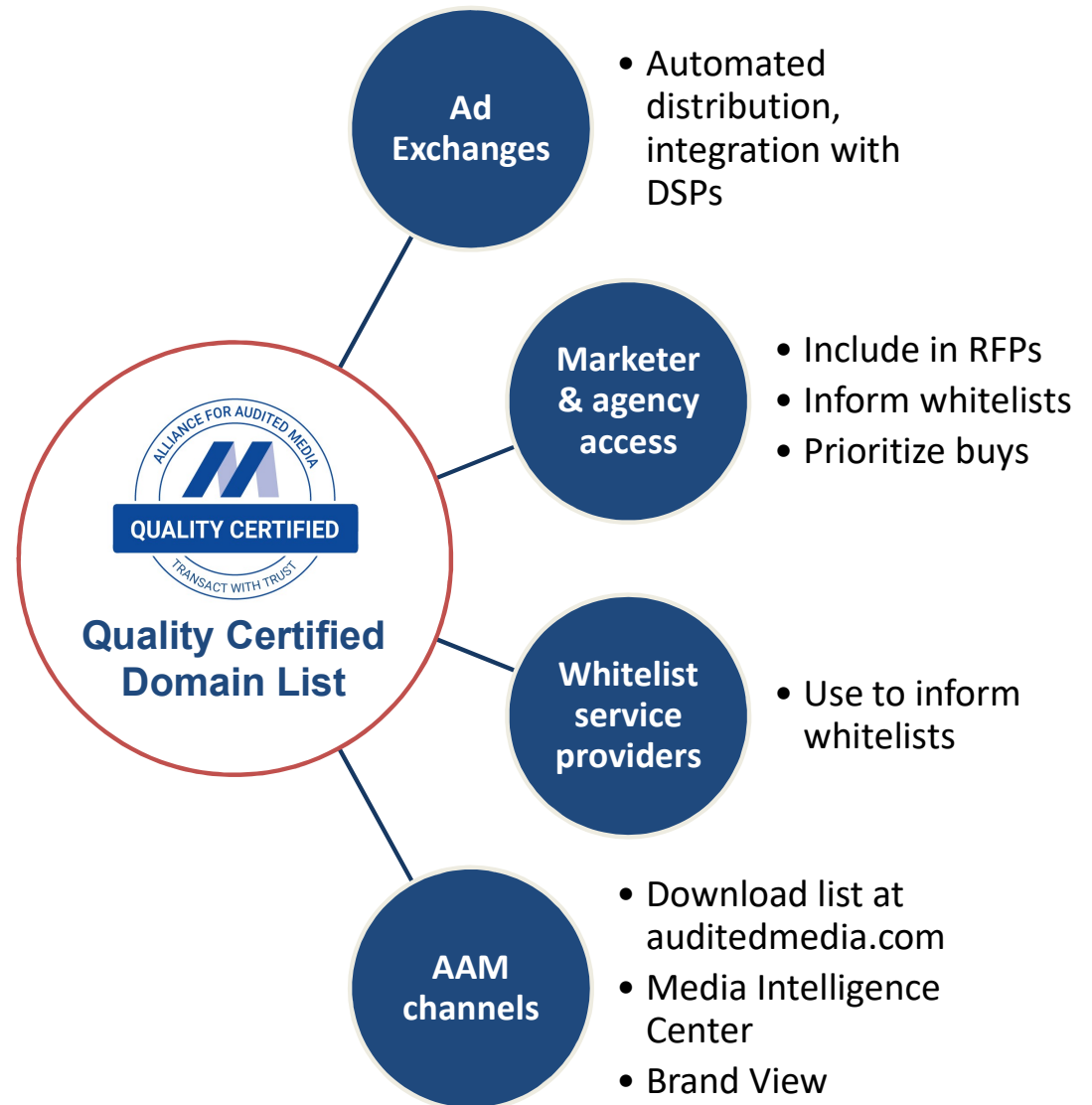
What can you do about digital advertising fraud?

Work With Trusted Partners
Work with one or more ad verification vendors

Know Your Metrics
If you can't identify the issue, you can't address it

Position Yourself Properly
Ensure that advertisers are aware of the risks in digital advertising

Alliance for Audited Media

Don't be shy in bragging about the quality of your audience.

Thank you

Kevin.Rehberg@auditedmedia.com

auditedmedia.com