



Alliance for
Audited Media

AAM Update & the State of Digital Advertising

October 2021



NEWS MEDIA

Audit and Reporting Changes



Why make changes?

Reinvented audit process

Prioritizing ZIP Code data

Six-month statements

Streamlined categories

NEWS MEDIA

Audit and Reporting Changes



Audits will be less time consuming

AAM rules are more intuitive

Auditors requesting fewer documents

Publishers have more flexibility creating promotions.

State of Digital Advertising

How Uber's Ad Fraud Lawsuit Highlights a Billion-Dollar Brand Problem

Uber found two thirds of its \$150 million ad spend was useless. Here's what brands can do to avoid the mess.

How Cybercriminals Are Stealing Your Ad Dollars

May 27, 2021, 4:01 AM

The global digital advertising industry loses about \$51 million per day to ad fraud, says Manatt Phelps & Phillips partner Farnaz M. Alemi. She lays out techniques used by cybercriminals and strategies businesses can use to protect their brands.



Farnaz M. Alemi
Manatt, Phelps & Phillips LLP

Technology Russian 'King of Fraud' Is Found Guilty of Online Ad Scam

By Patricia Hurtado
May 28, 2021, 2:13 PM EDT

Bloomberg

Sign In
Subscribe

Navigating the new frontier of CTV ad fraud

By Tony Marlow - June 3, 2021

DIGITAL AD





State of Digital Advertising

**\$191 Billion
Domestic
spend**

**Q4 2020
growth – 29%**

**Programmatic
grew by 25%**

State of Digital Advertising

- \$95MM a day (\$35 billion) lost to digital ad fraud
- Higher than what is lost to credit card fraud
- Fraudsters continue to follow the money (CTV)

Why is ad fraud still a problem?

Fake sites with fake users attract paid advertising.

In May 2020, a CNBC reporter ran an experiment:

- 1 Create site and copy content
- 2 Purchase traffic
- 3 Plug into SSPs
- 4 Run ads

<https://www.cnbc.com/2020/05/17/broken-internet-ad-system-makes-it-easy-to-earn-money-with-plagiarism.html>



Even with current solutions, these sites still operate. Marketers waste their digital ad spend. Quality publishers lose out on revenue.

Ad fraud on such a massive scale...

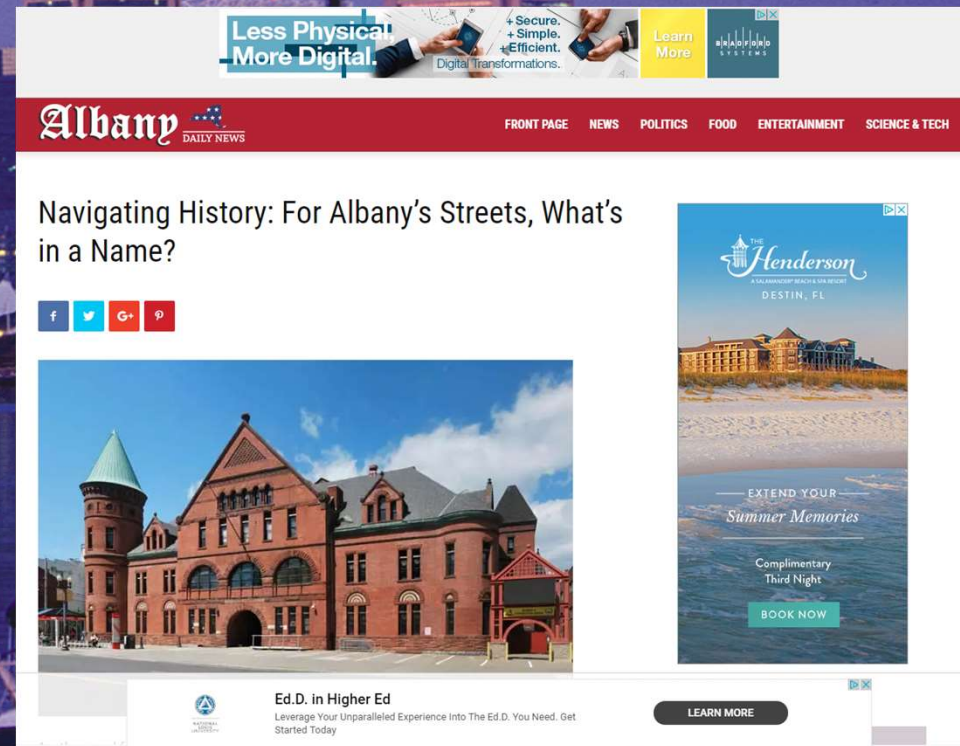
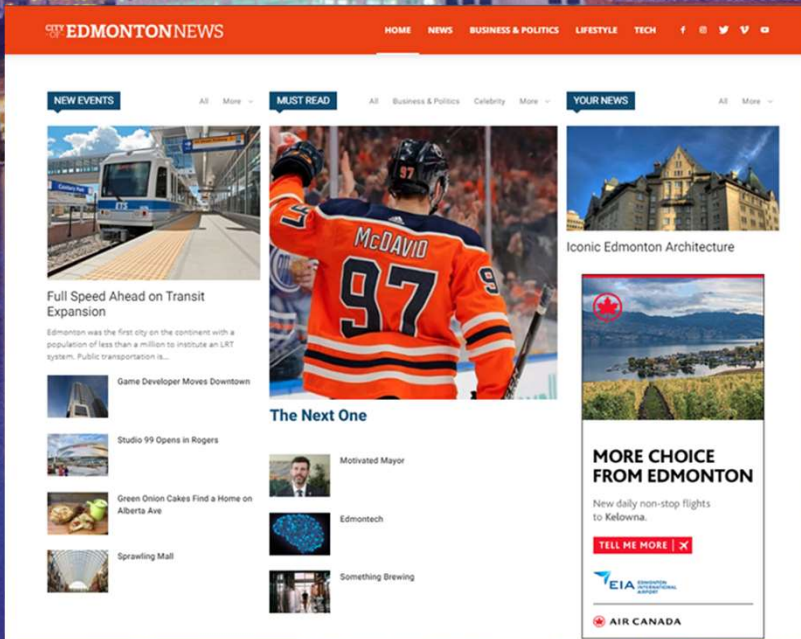


These Hugely Popular Local News Sites In The US And Canada Are Fake

A network of fake local news sites in Albany, Edmonton and elsewhere generated millions of pageviews as part of an ad fraud scheme, researchers say.



Craig Silverman
BuzzFeed News Reporter



Ad fraud on such a massive scale...



Refine Results

All Categories (636)

- Web Traffic (578)
- SEO (12)
- Influencer Marketing (11)
- Social Media Marketing (11)
- Other (9)
- Web Analytics (3)
- Your Message On (2)
- E-Commerce Marketing (2)
- Other (1)

Delivery Time

- Up to 24 hours
- Up to 3 days
- Up to 7 days
- Any

Price Range

\$ to \$ >

COUNTRY BASED VISITORS

USA, CANADA, UK, AUSTRALIA, BRAZIL, GERMANY, FRANCE, ITALY, EGYPT, RUSSIA, JAPAN, INDIA, SAUDI ARABIA, UAE, INDONESIA, VIETNAM, THAILAND

10 SEC. LONGER VISIT DURATION
6000+ ORGANIC VISITORS | LOW BOUNCE RATE

trafficsocial3
Level 2 Seller

I will bring unlimited web traffic targeted from...

★ 5.0 (1k+)

STARTING AT \$5

AMAZESOLUTIONS

TOP GRADE WEB TRAFFIC PROVIDER - since 2012

200+ DAILY VISITORS for 30 days

TARGETED BY NICHE REAL INTERESTED PEOPLE
LOW BOUNCE RATE

40,000+ positive ratings

amazesolutions
Top Rated Seller

I will bring real visitors, targeted web traffic

★ 5.0 (1k+)

STARTING AT \$5

Exclusively on FIVERR

100% Real Humans Views

1000 to 1200 DAILY TRAFFIC for 20 days

both Google and Yahoo

traffic_killer
Level 2 Seller

I will drive real web traffic

★ 4.9 (357)

STARTING AT \$5

LOW BOUNCE Traffic

For 30 Days

MULTIPLE KEY WORDS | SUB PAGE VISITORS
LONGER VISIT DURATION | MULTIPLE TRAFFIC SOURCES

smddealer
Level 1 Seller

I will bring targeted web traffic, visitors from usa, europe

★ 4.9 (159)

STARTING AT \$20

USA, EUROPE, AUSTRALIA TRAFFIC

20000

LOWER BOUNCE RATE | SUB PAGE VISITORS
LONGER VISIT DURATION | MULTIPLE TRAFFIC SOURCES

for 20 Days

parina124
Level 2 Seller

I will bring real usa, uk, aus targeted web traffic

★ 5.0 (448)

Boost Your Website

100 000+ Unique REAL Visitors

- High Quality Traffic
- SEO Friendly
- Entirely trackable
- Low Bounce Rate
- Best Packages

warhim
Level 1 Seller

I will drive real web traffic to your website for 30 days

★ 4.8 (132)

LOW BOUNCE RATE TRAFFIC

USA, Europe Visitors | Lower bounce rate
Sub page visitors | Longer visit duration
Multiple traffic sources

for 30 Days

trafficsocial3
Level 2 Seller

I will drive real organic targeted web traffic:

★ 4.9 (231)

UNLIMITED TRAFFIC

25,000 within 30 Days

- ✓ 100% SATISFACTION
- ✓ 100% ADSENSE SAFE
- ✓ MONEY BACK GUARANTEE

traffic_killer
Level 2 Seller

I will provide real web traffic

★ 4.9 (109)

```
#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.

How it worked

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

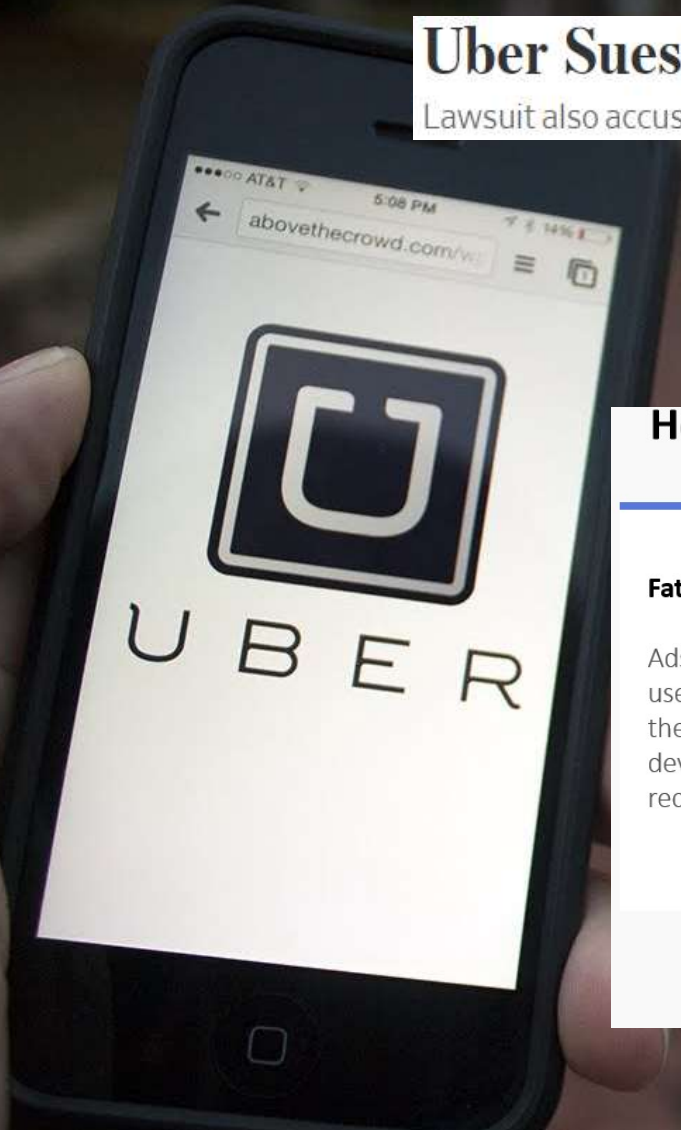
Fix

- 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



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

Ad fraud on such a massive scale...

Digital Marketing & Ad Tech News ↗

HOW A SCREENSAVER CHEATED CONNECTED TV ADVERTISERS OUT OF \$6 MILLION

New report from DoubleVerify shows the fraud wars are still raging

By [Erika Wheless](#), Published on August 12, 2021.



Credit: iStock

DoubleVerify's Fraud Lab has uncovered a new connected TV advertising fraud scheme which causes screensavers to hijack CTV

Ad fraud on such a massive scale...



BREAKING NEWS | LINKS | US & WORLD | BUSINESS | TECH | ENTERTAINMENT | HEALTH | LIFESTYLE | LOCAL | Search for

Home / Sports / Cards have fallen to .500 again this year, always losing to the Twins 8 to 1 in the Interleague.Sports

Cards have fallen to .500 again this year, always losing to the Twins 8 to 1 in the Interleague.Sports

By Jennifer | August 1, 2021




CENTENE Corporation

\$119	\$99	\$11	\$49.50	\$120	\$90.99	\$54.75
\$79.50	\$27.80	\$23.70	\$129	\$59.50	\$79	\$39.50

Rick Hummel | St. Louis Post Dispatch



jtv Jewelry & More

The Cardinals, who lost 8 to 1 to the Minnesota Twins at Busch Stadium on Saturday night, knocked back to the .500 mark (52-52) for the fifth time in 13 days. It also evened out their best-ever Interleague mark in 202-202. However, there is no single statistic on Cardinals and Interleague play, including the Interleague record at Busch III

jtv Jewelry & More

best egg PERSONAL LOANS

Check Your Rate in under 5 Minutes

CHECK YOUR RATE

Recent News

Review: Empathizing, Chostain plays Tommy Faye Messer | Entertainment

Raiders D does enough to help Carr lead the comeback win | WGN Radio 720

WGN

America Strong: A professor at Lincoln University was talked about holding a baby student during class.

"Saturday Night Live" alum and veteran comics were 81 years old - deadline

Advertisement

best egg PERSONAL LOANS

The loan process was super easy and seamless! - Marcus G.

APPLY NOW

CBS SPORTS ASIAN QUALIFIERS NATIONAL TEAM GLORY ON SOCCER'S BIGGEST STAGE

STREAMING ON Paramount+ TRY IT FREE

LAST CHANCE! Get a 6-month digital subscription for \$1

Cards fall to .500 again this year and for interleague play all time in 8-1 loss to Twins

Rick Hummel | Jul 31, 2021 | 97



St. Louis Cardinals starting pitcher Jake Woodford (40) looks up after a fielding error by St. Louis Cardinals third baseman Nolan Arenado (28) allowed Minnesota Twins left fielder Brent Rooker (50) to be safe at first off a single during the first inning of a MLB game against the Twins at Busch Stadium on Saturday, July 31, 2021. The Cardinals are trying to win their second game in a three game series against the Minnesota Twins at home. Photo by Daniel Shular, dshular@post-dispatch.com

Daniel Shular

BOURBON HERITAGE MONTH

THREE NEW LEGACIES. THREE SIGNATURE BOTTLES. WHICH WILL YOU TRY?

BUY NOW

Enjoy Responsibly. ©2021 Hennessy USA, New York, NY

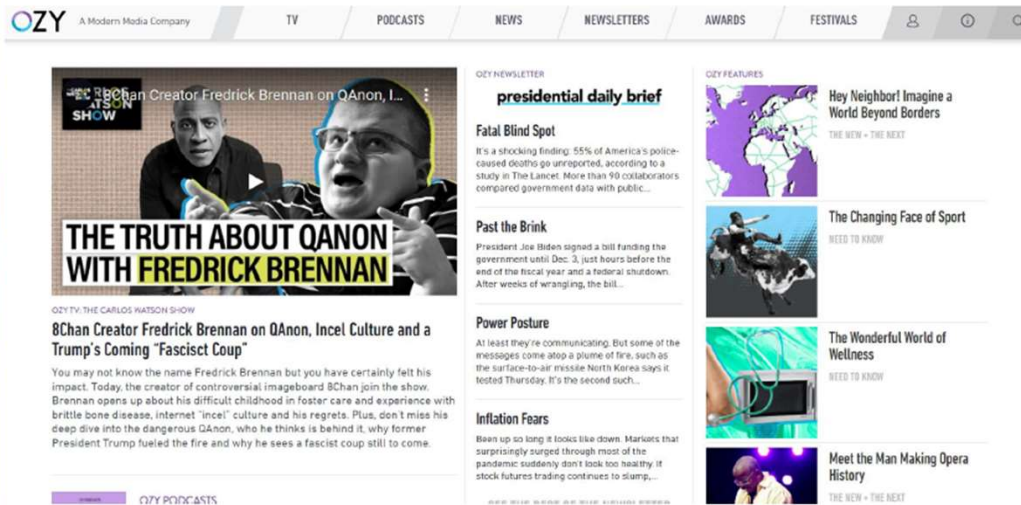
Close Ad

ROSS Fall looks for less at Ross

Ad fraud on such a massive scale...

EXAMPLE: PUBLISHER WITH QUALITY CONTENT BUYING TRAFFIC

Ozy Media Admits to Sourcing Traffic, Undetected by Fraud Detection



- 2017: BuzzFeed reports that Ozy bought cheap fraudulent traffic
- 2021: New York Times reports on issues across the company, including inflating audience size and buying traffic
- Hundreds of advertisers with fraud detection continued investing in Ozy

Comscore
2018: 2.5MM monthly uniques



Ozy's Claims
2019: 50MM monthly uniques



Ozy claims 20X unique audience that Comscore measures



Aleksandr Zhukov

- “King of fraud”
- Mastermind behind Methbot
 - Created millions of fake impressions at sites like NYT and WSJ
- He made \$7MM
- Found guilty of fraud
- Remains only person in history convicted of digital ad fraud



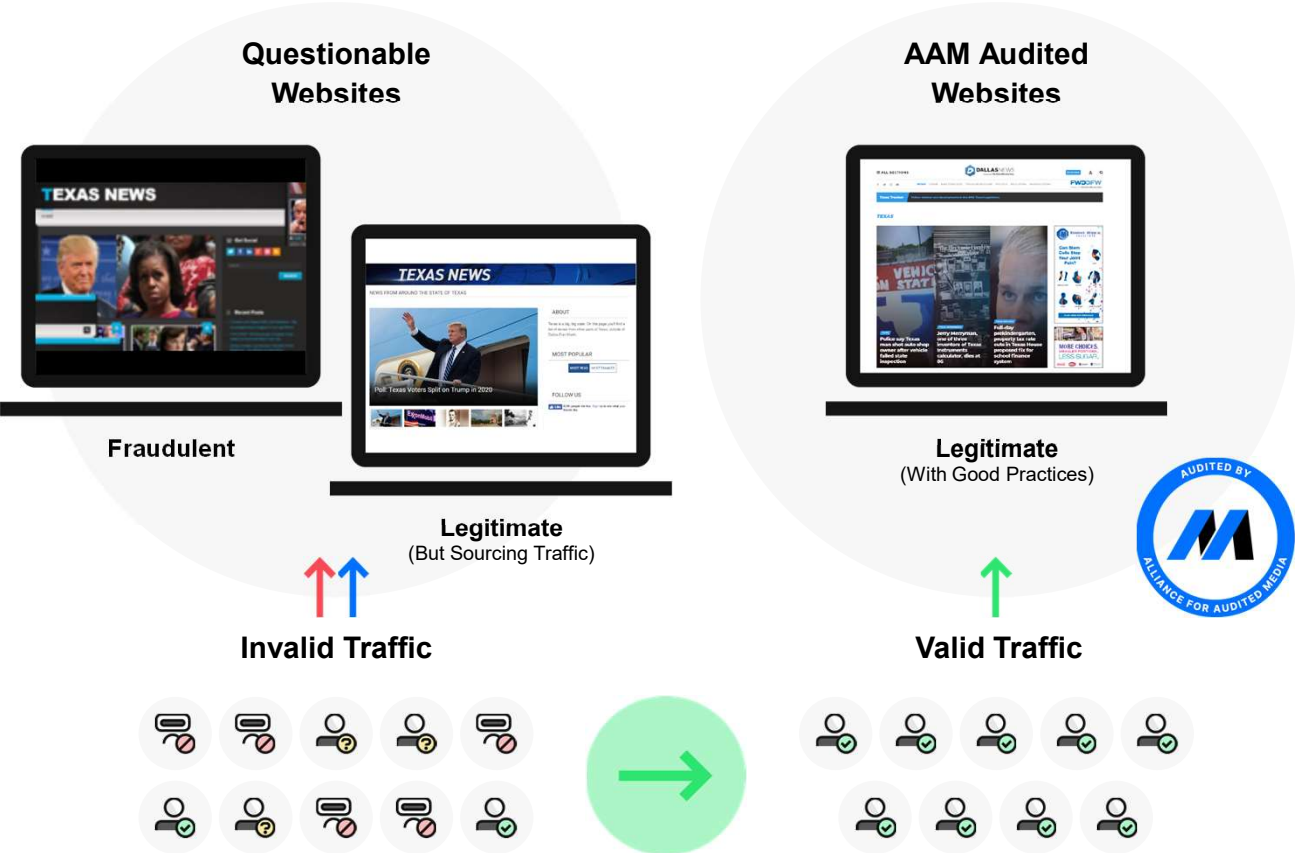
“The marketing industry has made significant progress in bringing transparency and accountability to digital media buying, but the war on ad fraud continues. We need a set of comprehensive solutions, and the AAM Digital Publisher Audit is a major step toward providing assurances at the publisher level.”

- BOB LIODICE, CEO, ASSOCIATION OF NATIONAL ADVERTISERS

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.



\$6B* - 42B**

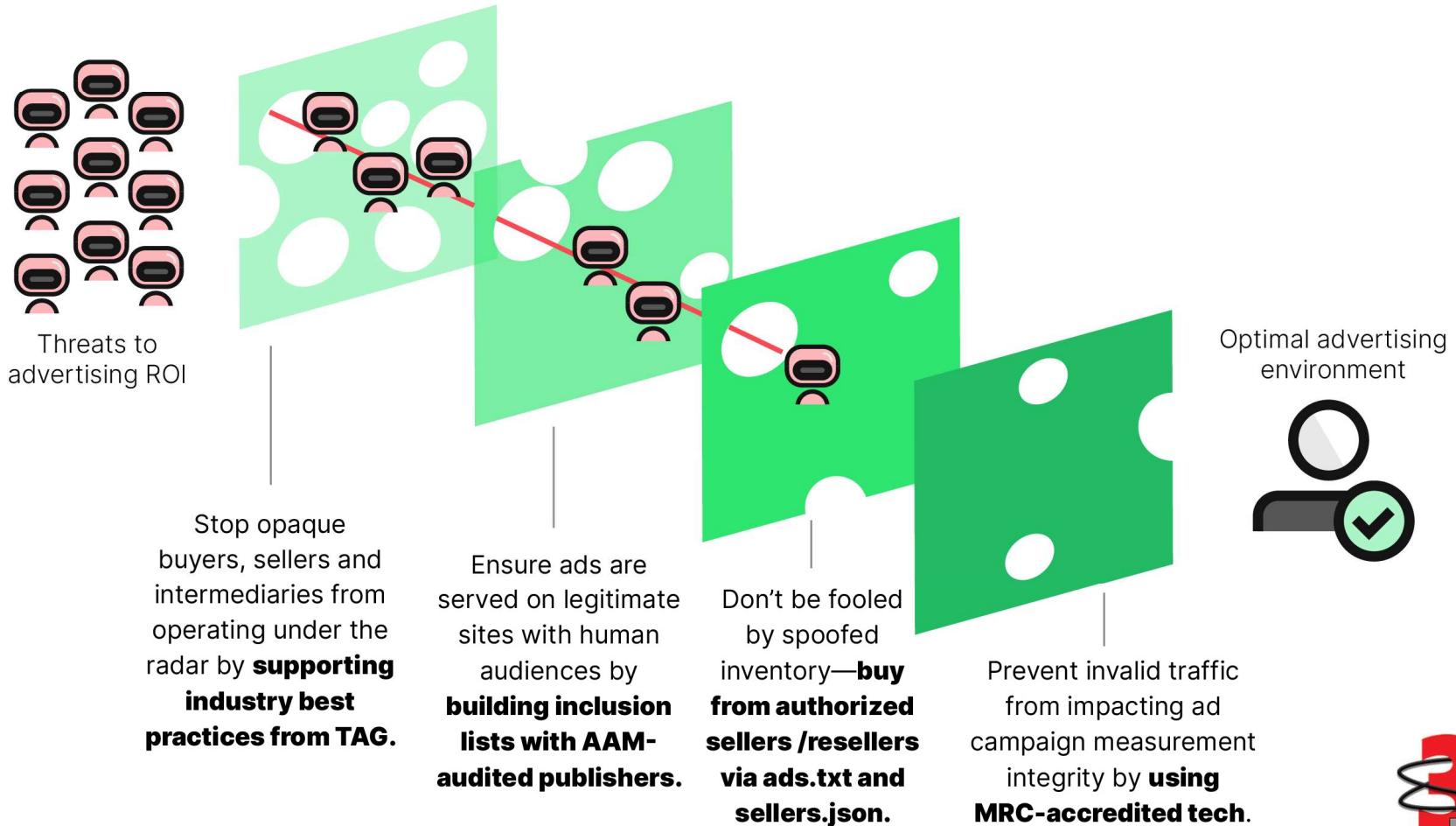
redirected from fraudulent to quality sites

*ANA: Report From ANA and White Ops Shows War On Ad Fraud Is Succeeding.
**Juniper Research: Advertising fraud losses to reach \$42 billion in 2019, driven by evolving tactics by fraudsters.



THE “SWISS CHEESE” MODEL FOR SERVING ADS TO HUMAN AUDIENCES

A layered approach to decrease ad fraud risk and improve campaign outcomes.





Publishers That Helped Develop AAM Digital Publisher Audit

BioPharm
INTERNATIONAL.COM

CHICAGO SUN*TIMES

allrecipes!

READER'S DIGEST
best
health

SILICON VALLEY
BUSINESS JOURNAL

People

Taste of Home

Reader's
Digest

THE SPOKESMAN-REVIEW

Parents.

MARTHA STEWART
weddings

family
handyman

Nutritional
OUTLOOK

ATLANTA
BUSINESS CHRONICLE

InStyle

Reader's
Digest CANADA

OIL & GAS
JOURNAL

TexasMonthly

AAM-Audited Digital Publishers Now Included in the IAB Tech Lab Compliance Registry

- AAM is the first industry organization to join the Compliance Registry
- More than 100 AAM-audited sites are included in the registry
- The Compliance Registry is a single source of actionable industry information







Compliant Companies

Home / Compliance Programs / Compliant Companies

OM SDK Compliance Podcast Compliance Measurement Compliance Data Transparency Compliance Other Industry Compliance

Alliance For Audited Media

Search:

Company Logo	Company Name	Certification Authority	Certification Program
	American City Business Journals Inc.	Alliance For Audited Media	Digital Publisher Audit
	Endeavor Business Media, LLC.	Alliance For Audited Media	Digital Publisher Audit
	Enterprise Products Company	Alliance For Audited Media	Digital Publisher Audit
	Meredith Corporation	Alliance For Audited Media	Digital Publisher Audit
	Reader's Digest Magazines Canada Ltd.	Alliance For Audited Media	Digital Publisher Audit
	Trib Total Media	Alliance For Audited Media	Digital Publisher Audit
	Trusted Media Brands, Inc.	Alliance For Audited Media	Digital Publisher Audit



Introducing AAM's Digital Assurance Acceleration Program

- Remove barrier to entry for publishers and make more actionable for marketers
- AAM is providing Digital Publisher Audits at no charge to publisher clients through 2021
- Advertisers can encourage publisher participation
- Audited publisher information available at auditedmedia.com



“It’s important for us to present audited digital data to advertisers to reassure them that they’re investing their money well when they utilize our digital platforms.”

– Ian Haisley, vp of marketing, **CHICAGO SUN*TIMES**



Publishers can stand out as quality media.

Increase revenue through increased assurance.



Internal Check

Audits serve as a layer of internal trust and assurance



Quality Proof


Be prepared when a buyer asks what safeguards you have in place



Increase Revenue

AAM-audited domains stand out in direct and programmatic buys

“Fraud and safety are top of mind right now. The AAM Digital Publisher Audit can put you ahead. You may even land more campaigns with it.”

– Lisa Pezzuto, senior project manager,  meredith

Thank You



Increase campaign transparency.

Ask for publisher audits.