

PREVENTING ADVERTISING FRAUD

IS YOUR MARKETING INVESTMENT WHERE YOU THINK IT IS?

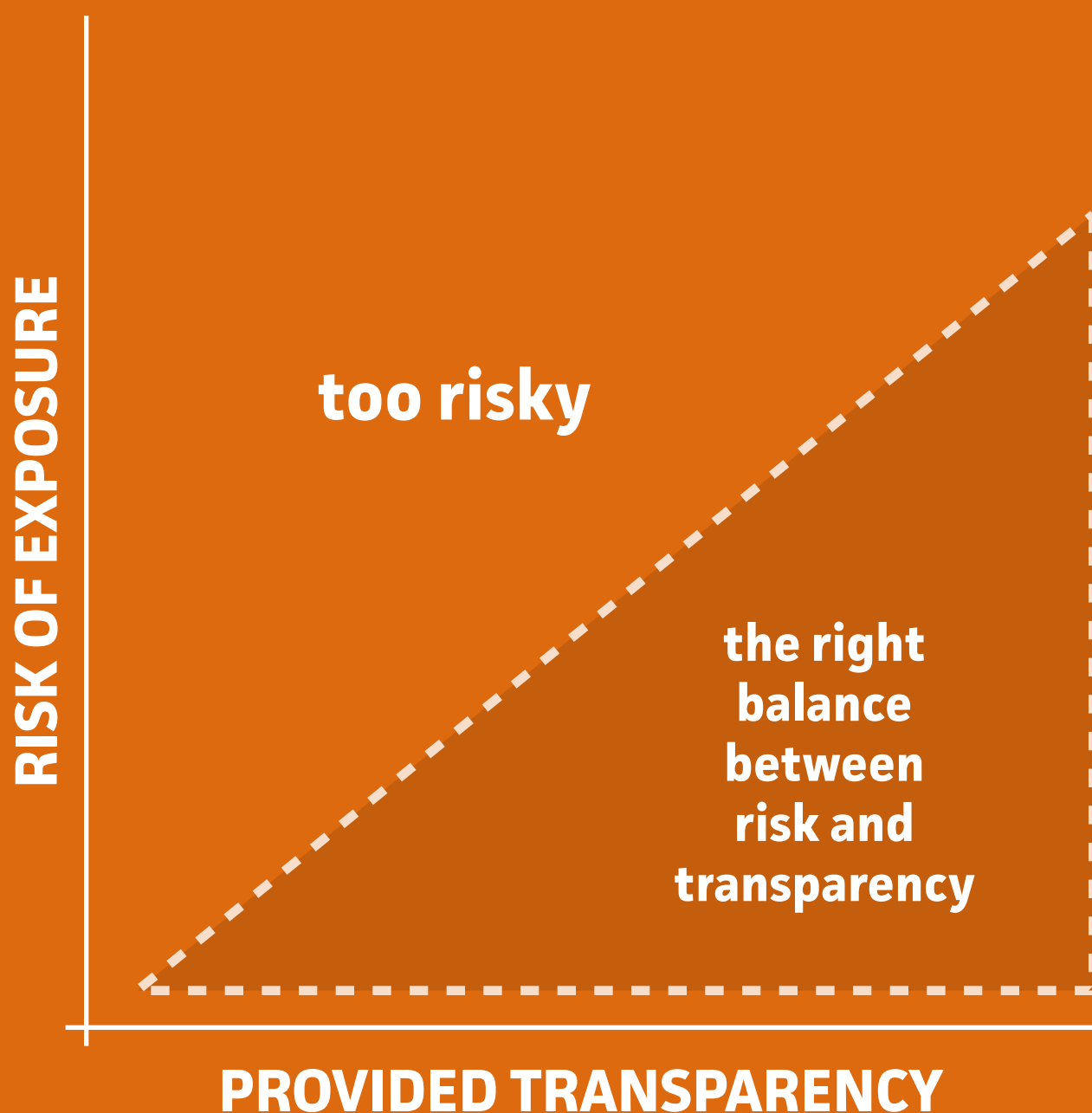
Secure your marketing investment by asking the right questions from vendors and partners.



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Depending on the source of research, level of exposure to ad fraud range from as low as 20% to over 90%. This means that some market participants suffer from greater exposure than others.

Because of the rampant level of unchecked malicious activity in the digital media supply chain, it is essential for buyers and investors to understand how to evaluate risk in regards to making decisions about partners and investments. The basic principle is that the greater the expected risk of exposure, the greater the level of transparency needed in terms of evaluating the partner.



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Online advertising is the single easiest way for digital criminals to make money. You can protect your marketing investment simply by asking these questions from your vendors:

- Where is the inventory or data originating from?
- Can I get 100% exposure to the sites I buy?
- What kind of cleaning and filtering is done to the inventory?
- Which 3rd-party technologies are used?
- How are issues reported and compensated for?

If you want to report suspicious activity, and you would like to do so anonymously, you can do so by sending email to: **admin@botlab.io** or by visiting: **www.botlab.io/stop**

botlab.io is a non-profit foundation that is working with you to make the digital supply chain safer and better.

You can join as a member for FREE from <http://botlab.io>