

BEWARE OF DIGITAL ADVERTISING FRAUD!

You should know about...

GHOST SITES



The most widely reported type of fraud that currently takes place in online advertising is something referred to as Ghost Sites. These are real websites with real content, usually falsely produced or stolen from other legitimate websites. The sites' only purpose is to defraud advertisers. The site owners will create these sites and make them available through ad networks or exchanges that participate in Real Time Bidding environments. They hire botnets to go to the site, which in turn generates ad impressions that enter the auction environment and are then purchased by advertisers.

If you are advertising your business through digital services, make sure you know what you are getting — and what you aren't. Don't be a victim of digital fraud.

Contact an advertising account executive from this audited publication to learn more.

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