BEWARE OF DIGITAL ADVERTISING FRAUD!

You should know about...

MOBILE SDK OVERLAP

The stacking of Software Development Kits (SDKs) is another fraudulent practice, particularly prevalent in the mobile space. SDKs are sets of tools used to create applications. In a given mobile app, there may be different SDKs from the ad server, various ad networks as well as anad format vendor — all tied together within the application. These SDK sets are not always designed to work together, which can lead to multiple ad impressions being delivered to the same spot — only one of which is seen. Sometimes, this happens by accident, but it's often purposeful activity.

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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