

BEWARE OF DIGITAL ADVERTISING FRAUD!

You should know about...

PIXEL STUFFING



Pixel stuffing takes place when a 1x1 pixel (invisible to the human eye) is placed on a site, sometimes through an ad unit. Unbeknownst to the user, these pixels can end up loading an entirely different website. The site that loads out of view in a 1x1 iFrame often contains advertising — none of which is ever seen by a user. While this method of fraud can be used to simulate false ad impressions, it's also often used in affiliate marketing scams, where the hidden site “cookies” the visitor. The hidden site then gets to share the credit on any conversion or purchase with the site the viewer is actually visiting.

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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