



Ad Fraud in the USA: Low ROI and high ad spend

Digital advertising has become an essential part of business marketing strategies due to the increased use of mobile devices which has led to online shopping trends among consumers. It offers marketers real-time campaign performance measurement capabilities that were not prevalent in olden times.

As such they are now able to track consumer behavior or even target certain demographic groups unlike in other forms of advertising thus making them more attractive because they offer immediate results on the investment made by marketers.

Ad fraud harms brand safety by placing ads on fake and fraudulent sites. Apart from depleting ad spend, this kind of situation may also ruin a company's reputation if its ads appear alongside offensive and harmful content.

To read more this blog [Ad Fraud in the USA](#).

**#Adfraud, #adfraudprevention, #adfrauddetection, #adfrauddetectiontool,
#adfraudsoftware**