
MARKET FACTS!

MARKET FACT #208

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2nd

**largest source of CRIMINAL income
in the World could be Ad fraud by
2025. Right after drug trafficking.**

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COMMENT: One more important metric you should know about if you're in the business of Advertising (or if you're just a businessperson / entrepreneur who buys Ads). For those who don't know, [1/4 of online marketing dollars went to Ad Fraud in 2023](#). Impressive right? That means that [A LOT of online advertising spending - \\$84 billion! - are currently being lost to Ad Fraud annually \(!\)](#). And for those who have been tracking Ad fraud cases, a famous one was the [Methbot fraud, where Hackers Make \\$5M A DAY by faking 300M video views](#), considered one of THE BIGGEST cases of Ad Fraud in history. Yes, now criminals are here. And to make money. Who knew?

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