
MARKET FACTS!

MARKET FACT #232

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\$5M

PER DAY was being made by Hackers involved in the biggest Ad Fraud ever (Methbot), faking 300 MILLION video views in 2016.

DATE: January 27, 2024

COMMENT: READ THIS: “Ad Fraud Komanda or ‘AFK13’, planned their machinations in meticulous detail. First, they created more than 6,000 domains and 250,267 distinct URLs within those that appeared to belong to real big-name publishers, from ESPN to Vogue.... With faked domain registrations, they were able to trick algorithms that decided where the most profitable ads would go into buying their fraudulent web space.....But AFK13 were able to game the system so their space was purchased over big-name brands”. – SOURCE: [Forbes](#).

A MESSAGE FOR BRANDS

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