
MARKET FACTS!

MARKET FACT #233

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400K

WEBSITES was where JP Morgan & Chase had Advertisements. Then it had only in 5K websites. And it got the same results (2017).

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COMMENT: That's a very important Market Fact (despite having a few years of age already) which businesspeople should know in order to understand and have a GLIMPSE of Ad Fraud. JP Morgan & Chase had 400,000 websites to display its ads then it reduced to just 5,000 and it got the exact same results (!). In another attempt to make their Ads more effective, the bank restricted its ads to a 'human-checked' list of 1,000 Youtube channels, with the goal to also avoid problems in the Brand Safety subject. How is your money being spent on Ads?

A MESSAGE FOR BRANDS

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