
MARKET FACTS!

MARKET FACT #234

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**MINUTES of Domain Spoofing cost
Business Insider 10-30 MILLION
fake impressions (2017).**

DATE: January 27, 2024

COMMENT: There's more to say on Ad Fraud: **ADVERTISERS** are throwing their money out of the window, thinking they're buying Y when they're buying Z. Here's Adage: "During a test that lasted just 15 minutes, Business Insider flagged some 10 million to 30 million phony impressions on various exchanges. Essentially, millions of ads purporting to be for Business Insider were sold by bad actors passing as the publication.....In one example of detected fraud, a Business Insider advertiser thought they had purchased \$40,000 worth of ad inventory through the open exchanges when in reality, the publication only saw \$97, indicating the rest of the money went to fraud." – SOURCE: [AdAge](#).

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