
MARKET FACTS!

MARKET FACT #4

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84%

**of Global Digital Investments are
going only to Google & Facebook**

COMMENT: Now, how serious do you think this is once you find out that [Google is giving brands robot traffic and therefore, also fake clicks in return for their money?](#) Maybe after you find out that [Facebook's ad reach "estimative" is LARGER than the actual population alive in some countries](#) you'll see the big problematic picture. Especially when [Facebook has over 10 metrics errors that few companies knew about](#) all these years. So besides this duopoly taking over the majority of all ad dollars available, it's also not delivering as promised to its customers anymore.

A MESSAGE FOR BRANDS

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