
MARKET FACTS!

MARKET FACT #69

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22%

**of ALL online advertising spending
– \$84 billion! – is lost to Ad Fraud
annually.**

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COMMENT: Impressive numbers isn't it? You can imagine how fraudulent is The Market by looking at this stat alone. And things are not going well because here's more from Search Engine Land: **"22% of all online ad spend is lost due to ad fraud in 2023. 30% of mobile ad spend is lost to ad fraud in 2023. \$172 Billion of ad spend is projected to be lost due to ad fraud by 2028. –**

SOURCE: [Search Engine Land](#). Although according to SEL \$23 Billion per year can be recovered by using fraud mitigation platforms, that's not enough money compared to the level of damage caused by Ad Fraud. So even if you're willing to pay for an audience, you might miss it because of fraud. Tough market.

A MESSAGE FOR BRANDS

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