
MARKET FACTS!

MARKET FACT #7

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99%

**of JP Morgan's display ads on
websites were completely wasted
due to massive ad fraud**

COMMENT: JP Morgan & Chase had ads on 400,000 websites. Then just on 5,000. **And they got the same results.** This is a critical fact exposing how the advertising industry is infested with ad fraud, robots and every other criminal activity that drain marketing budgets from companies on a daily basis. [The famous Methbot case where hackers made \\$5 MILLION dollars per day by faking 300M video views](#) was already something hard to swallow for the industry. Then there was the case of a Business Insider advertiser who 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](#). And now this. And don't you forget about **all the additional facts exposed in Market Facts #4**. Bottom line? Save your money. Because now [ad fraud is the favorite activity of some professional criminals due to the high ROI](#) compared

with extortion or counterfeiting goods.

A MESSAGE FOR BRANDS

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