
MARKET FACTS!

MARKET FACT #81

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**of online marketing dollars will go
to Ad Fraud in 2023.**

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COMMENT: This is worth re-sharing in full so you can see the figures: “**Ad fraud is projected to cost marketers \$84 billion in 2023, or about 22% of the \$382 billion spent on online advertising**, according to the marketing research firm. For mobile, it’s a bit higher, representing about 30% of spend.” – SOURCE: [Marketing Brew](#). Why this stats matter? Because this is for those who think that to get proper attention now you just need to boost your Advertising Budget. It’s not. There’s a fraudulent machine stealing the dollars that you spend on trying to get attention. There are [famous cases like the Methbot scam](#), and [Google itself has admitted this problem](#). So no, you don’t fix the attention problem by throwing money at it. You might get more attention by throwing dollars out the window.

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