

Masterclass

# Wie sich Unternehmen vor Ad Fraud schützen können



Bianca Nagel  
Apollo 



Tobias Lange  
POPKEN  
FASHIONGROUP

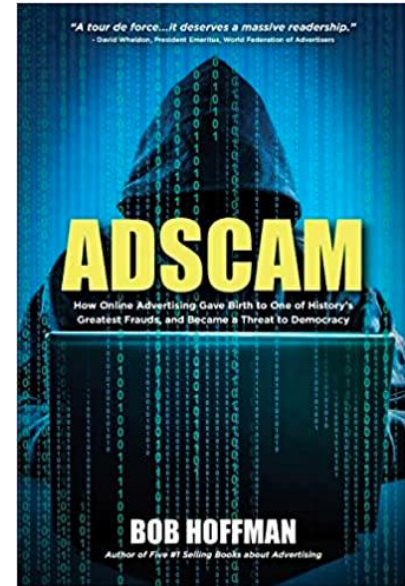


Daniel Distler  
fraud0



21. März 2023  
14.45 Uhr

# Recap Keynote d3con 2022



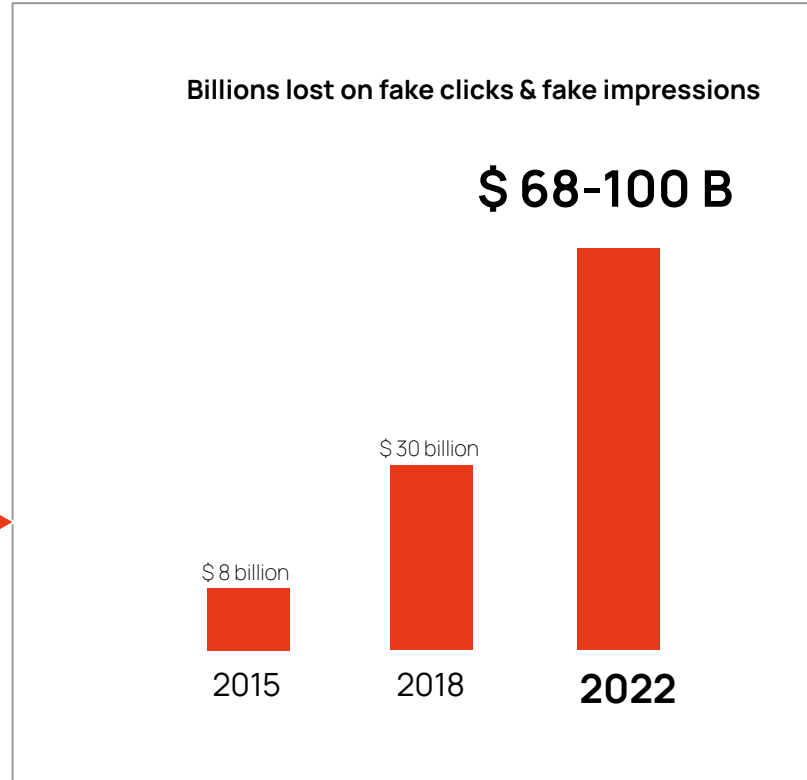
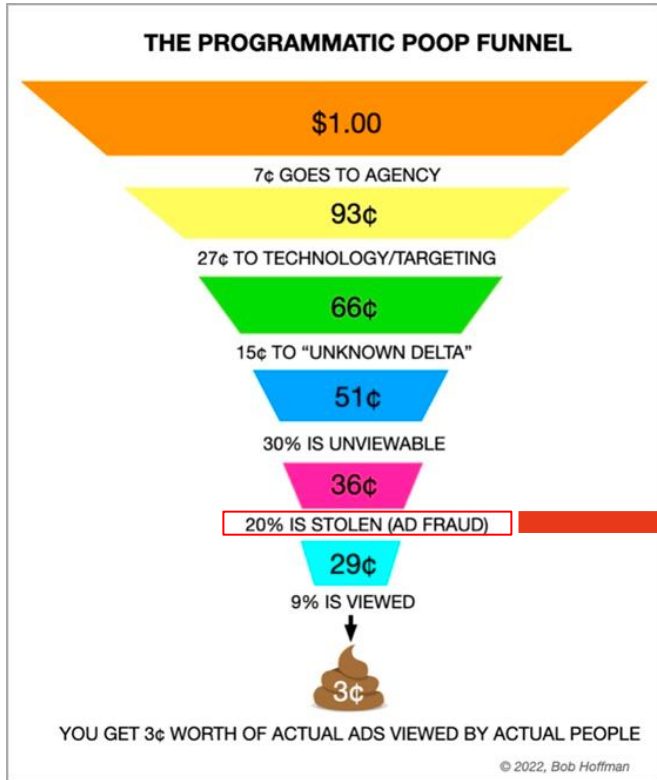
# What Bob said (btw. d3con Speaker Award Winner 2022)

The image is a collage representing a presentation or talk. At the top, there is a grid of logos for various digital advertising and technology companies, including 1plusx, adform, adverity, amazon ads, ANI > VIEW, AudienceProject, CRITEO, DV | DoubleVerify, FRAMEN, Google, gumgum, Hivestack, HUAWAI Ads, IAS Integriti, Index Exchange, LIPTOFF, Vungle, /LiveRamp, Magnite, MiQ, OneTrust PreferenceCenter, Outbrain, Rubicon, Permutive, PubMatic, Omnicore | Advertising, RTBHOUSE, Silverbullet, smart, Snapchat, StackAdapt, Teads, Treasure Data, TR, UNRULY, xandr, yahoo!, yieldlove, and d3con. To the right of the logo grid is a large teal speech bubble containing the text 'd3con' in white, with an orange banner below it that reads 'THE FUTURE OF DIGITAL ADVERTISING'. Below the logos is a large black rectangular area containing the text 'corrupt', 'wasteful & secretive', and 'dangerous' in yellow, orange, and green respectively. To the right of this black area is a photograph of Bob Hoffman, an older man with glasses, wearing a dark shirt, standing at a podium with a microphone and a water bottle. Behind him is a screen displaying the d3con logo and the text 'THE FUTURE OF DIGITAL ADVERTISING'. At the bottom of the collage is a dark blue banner with a repeating pattern of the d3con logo and the text 'THE FUTURE OF DIGITAL ADVERTISING'.

“

*20% of all online advertising are being snatched  
by fraudsters*

# The programmatic poop funnel



“

*Digital Ad fraud is literally the bad guys' ATM machine - it spits out cash. And every year \$400 billion of marketers' digital ad budget refills it.*



Dr. Augustine Fou

# What is Ad Fraud?



***The perfect crime!***

*It's a type of crime in which thieves use computer technology to steal money from businesses.*

# 4 categories of digital ad fraud

## Impression Fraud

### (CPM) Fraud

Marketers buy ad impressions on a cost-per-thousand (CPM) basis, including mobile display, video ads

## Click Fraud

### (CPC) Fraud

Marketers buy ads based on a desired action - like cost per click (CPC), includes mobile and search ads

## Lead Fraud

### (CPL) Fraud

Marketers pay for leads on a cost-per-lead (CPL) basis; but leads are entirely faked by bots completing lead forms

## Affiliate Fraud

### (CPA) Fraud

Marketers pay for "performance" - a share of revenue on successful transactions; but fraudsters falsely claim credit for sales they didn't cause



# How bad guys commit ad fraud - Website Fraud



# Fake traffic infects critical marketing activities

## Wasted Ad Spend

- 1 Fake Impressions
- 2 Fake Clicks

## Polluted Analytics

- 3 Fake CMP Stats
- 4 Fake Conversion Rates

## Polluted Funnel

- 5 Fake Leads

theTradeDeskDisplay &  
Video 360RTB  
HOUSE =CRITEO

> **30%** of clicks are **invalid**



> **80%** of clicks are **invalid**

# Fighting fraud with real-time ML



#1 fraud0.  
Satisfaction Score

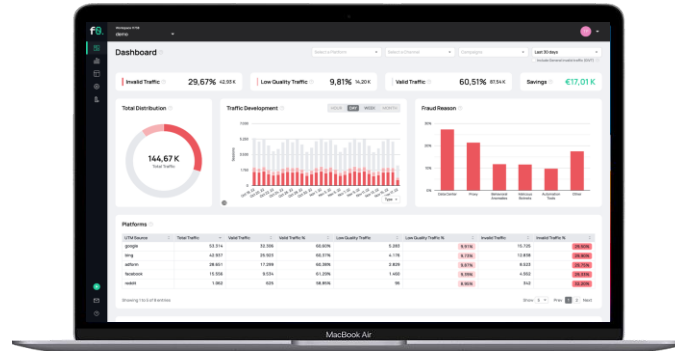
WINNER 2022



INNOVATION  
AWARD



Statement by ReedSmith



Full Ad  
Verification  
Solution in Q2

fraud0.

Meet us at  
d3con Hamburg

d3con



Dominik



Daniel



Hüseyin



Julia



21. & 22.  
März 2023