

This report includes the percentages of fraud found in digital advertising traffic during the month of September 2018. Fraudlogix’s pixel-based technology regularly monitors data from:

- 640+ million unique users,
- 1.2 billion unique devices,
- 12 million URLs monthly.

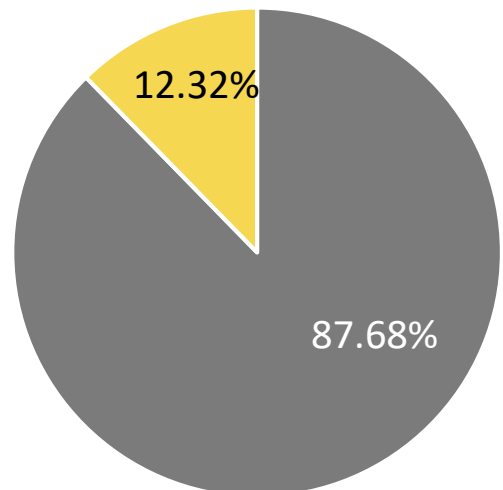
We map the latest devices, locations, bots, behaviors, and hacking tactics that are being used by digital fraudsters.

Highlights

- 12% of global digital ad traffic was fraudulent.
- 18% of desktop ad traffic was fraudulent while 10% of mobile ad traffic was fraudulent.
- The United Kingdom saw the highest percentage of fraudulent digital ad traffic at 22%.

Percent of Digital Ad Traffic Found to be Fraudulent

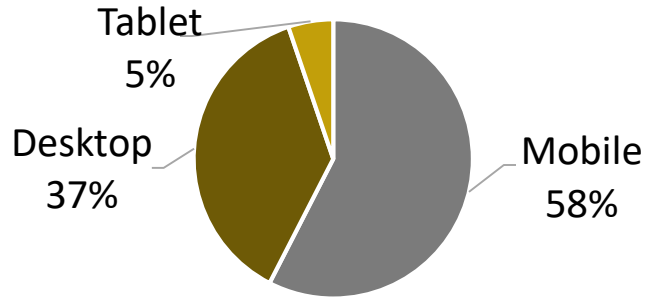
Looking at digital ad traffic globally, we determined 12.32% of it to be generated by devices infected with malware, botnets, and other nefarious means, rendering it fraudulent.



■ Normal ■ Fraudulent

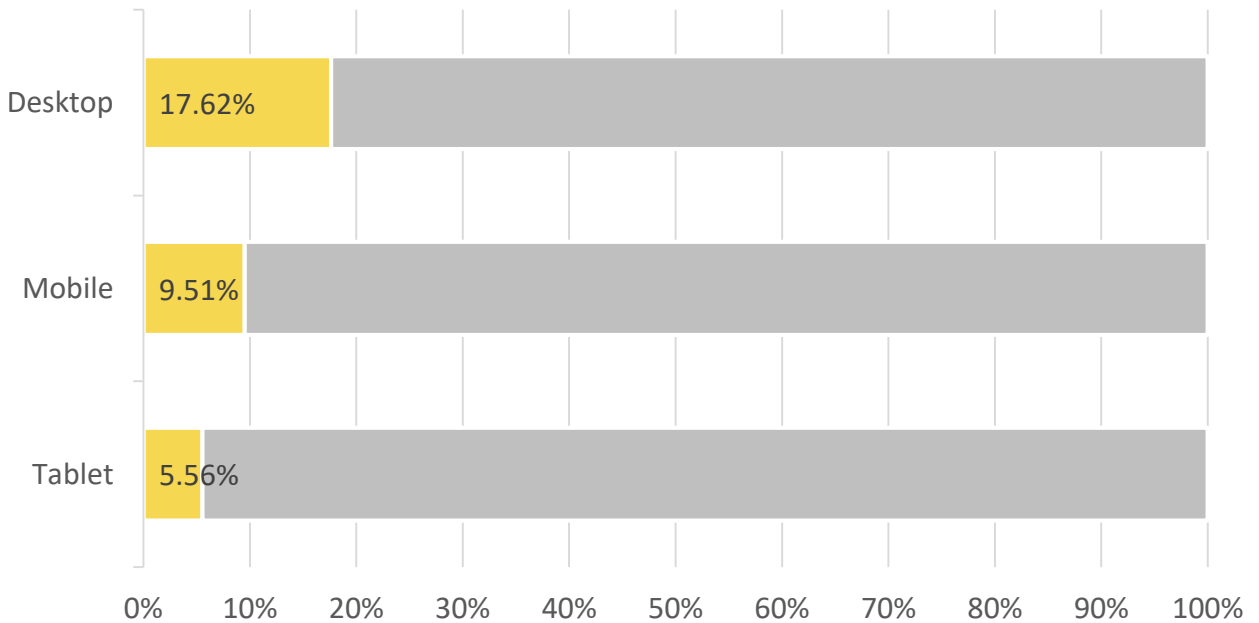
Digital Ad Traffic Percentages By Device Type

Looking at digital ad traffic globally, 58% was mobile, 37% desktop, and 5% was from tablets.



Percentage of Fraudulent Digital Ad Traffic By Device Type

Looking at the data by device type, we found that 17.62% of desktop, 9.51% of mobile, and 5.56% of tablet digital ad traffic was fraudulent.



| | Tablet | Mobile | Desktop |
|--------------|--------|--------|---------|
| ■ Fraudulent | 5.56% | 9.51% | 17.62% |
| ■ Normal | 94.44% | 90.49% | 82.38% |

Percentage of Fraudulent Digital Ad Traffic by Country

Of the countries with the highest volume of traffic observed, the United Kingdom had the highest percentage of fraudulent digital ad traffic, followed by the United States.

United Kingdom
21.55% Fraudulent



United States
14.82% Fraudulent



Spain
14.52% Fraudulent



Brazil
12.37% Fraudulent



Argentina
11.99% Fraudulent



Mexico
11.90% Fraudulent



France
10.55% Fraudulent



Canada
8.10% Fraudulent



Germany
5.85% Fraudulent



Italy
3.62% Fraudulent



About Fraudlogix

Fraudlogix is an online advertising fraud detection company founded in 2010 by industry veterans with a deep understanding of the digital ad ecosystem. It specializes in ad fraud solutions for desktop, mobile, in-app and video environments for the programmatic and affiliate spaces. Today, Fraudlogix monitors data from over 640 million unique users, millions of websites and 1.2 billion unique devices monthly.

Visit www.fraudlogix.com for more information or contact us at sales_req@fraudlogix.com.

