

This report includes the percentages of fraud found in digital advertising traffic during the month of September 2018, broken down by browser. Data from multiple versions of each browser and browsers with the highest volume of ad traffic are included. The results stem from the analysis of global served ad impressions. Fraudlogix’s pixel-based technology regularly monitors data from:

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

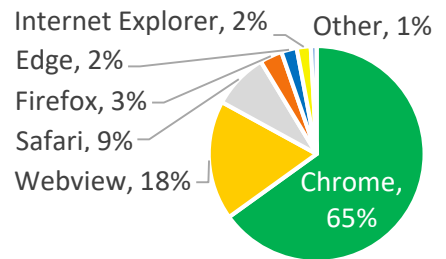
We map the latest devices, locations, bots, behaviors, and hacking tactics that are being used by digital fraudsters.

Highlights

- A majority (65%) of digital ad traffic is served through the Chrome browser.
- 14% of ad traffic in the Chrome browser was fraudulent.
- Internet Explorer had the riskiest traffic – 23% of it was fraudulent.

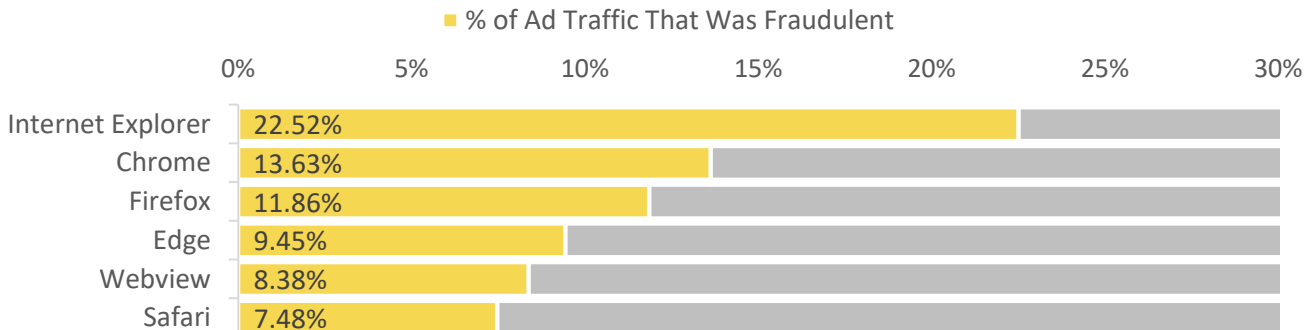
Percent (%) of Ad Traffic Volume by Browser

The greatest volume of ad traffic observed came from Chrome browsers (65%), followed by in-app Webview browsers (18%), Safari (9%), Firefox (3%), Edge (2%), and Internet Explorer (2%).



Percent (%) of Fraudulent Ad Traffic By Browser

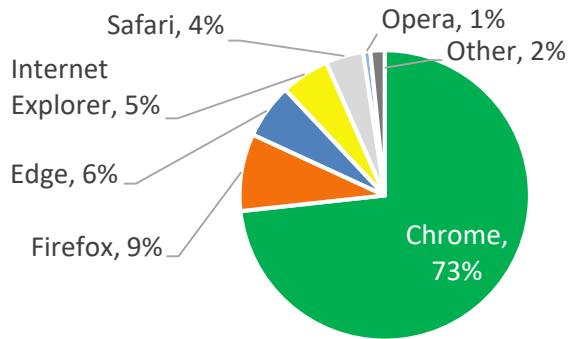
Looking at the data by browser, we found that Internet Explorer browsers had the highest percentage of fraudulent ad traffic at 22.52%, followed by Chrome at 13.63%.



DESKTOP ONLY TRAFFIC

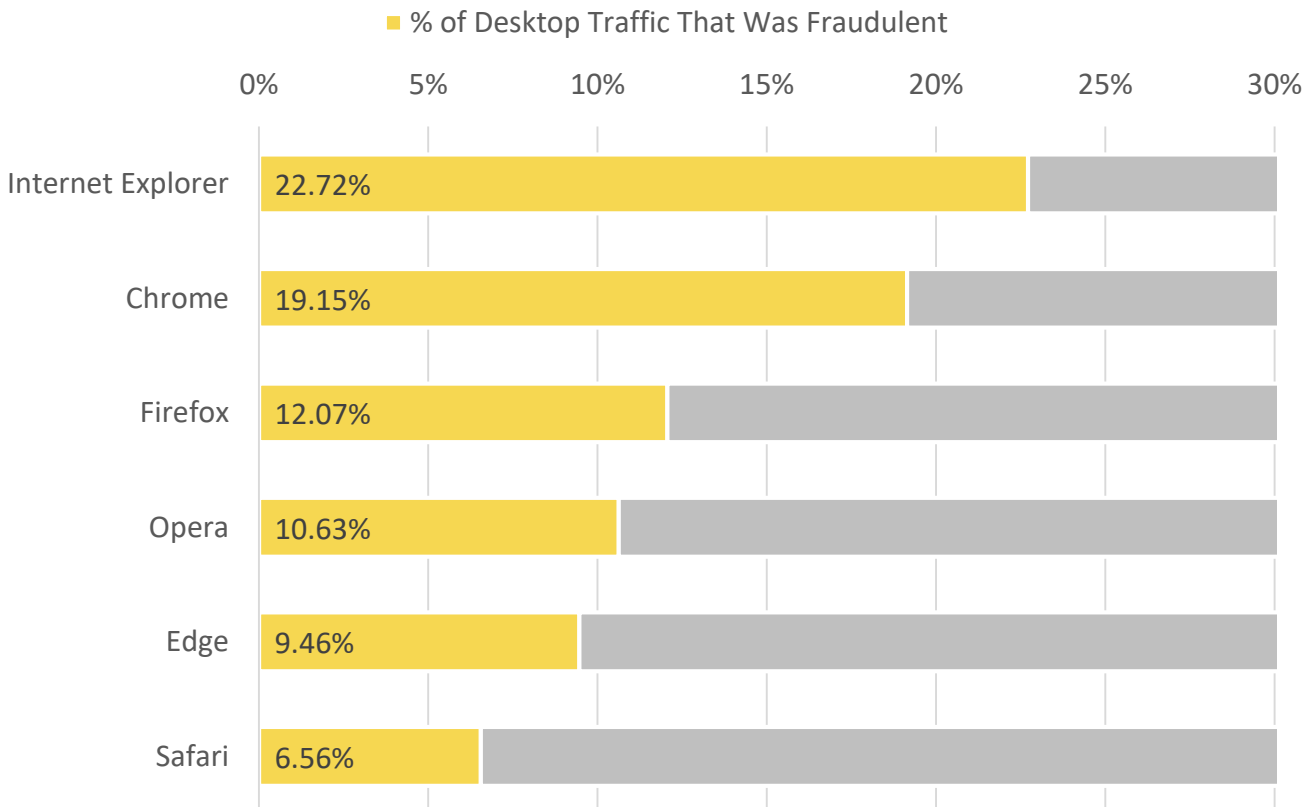
Percent (%) of Desktop Ad Traffic By Browser

Looking only at desktop ad traffic, we found a majority came from the Chrome browser (73.86%), followed by Firefox (8.67%), Edge (6.18%), Internet Explorer (5.46%), Safari (4.23%), and then Opera (0.81%).



Percent (%) of Fraudulent Desktop Ad Traffic By Browser

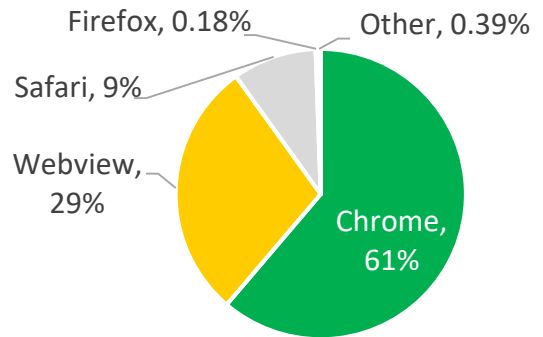
Looking only at desktop ad traffic, we found that Internet Explorer had the highest percentage of fraudulent desktop ad traffic at 22.72%, followed by Chrome (19.15%), Firefox (12.07%), Opera (10.63%), Edge (9.46%), and Safari (6.56%).



MOBILE ONLY TRAFFIC

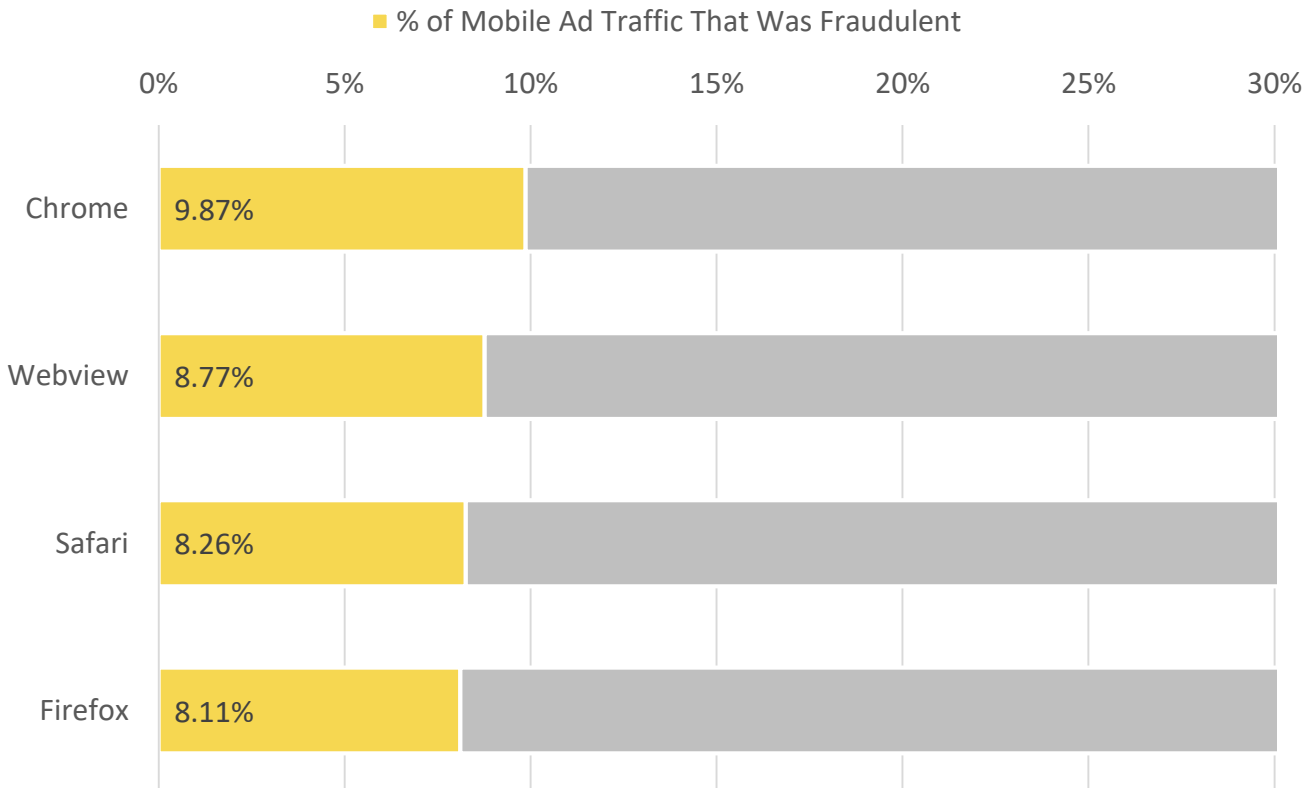
Percent (%) of Mobile Ad Traffic By Browser

Looking only at mobile ad traffic, we found a majority came from the Chrome browser (61.23%), followed by Webview (28.84%), Safari (9.36%), and then Firefox (0.18%).



Percent (%) of Fraudulent Mobile Ad Traffic By Browser

Looking only at mobile ad traffic, we found that the Chrome browser had the highest percentage of fraudulent mobile ad traffic at 9.87%, followed by Webview (8.77%), Safari (8.26%), and Firefox (8.11%).



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.

