

This report includes the percentages of fraud found in digital advertising traffic during the month of September 2018, broken down into four major global business regions: APAC (Asia–Pacific, including India), EMEA (Europe, the Middle East and Africa, including Russia), LATAM (Latin America, including Mexico), and NA (North America). Fraudlogix’s pixel-based technology regularly monitors data from:

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

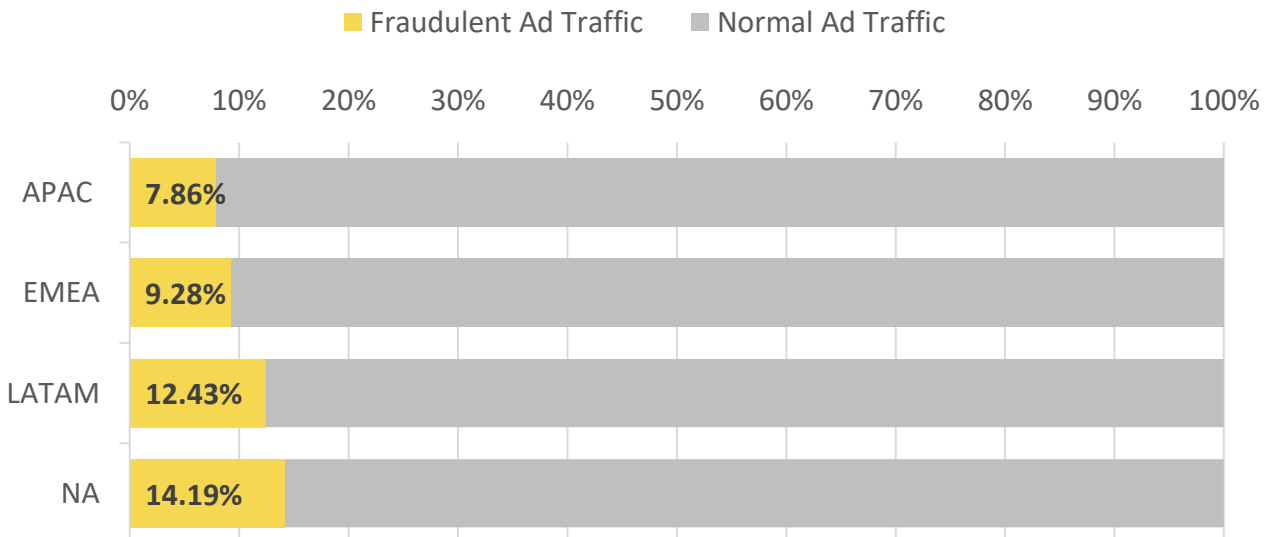
We map the latest devices, locations, bots, behaviors, and hacking tactics that are being used by digital fraudsters.

### Highlights

- North America had the highest percentage of fraudulent traffic at 14%.
- North America had the highest percentage of fraudulent desktop ad traffic at 24%.
- LATAM had the highest percentage of fraudulent mobile ad traffic at 12%.

### Percent of Fraudulent Digital Ad Traffic By Region

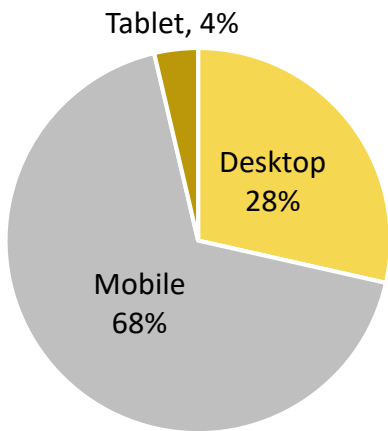
Below, fraudulent digital ad traffic percentages are shown by region. The fraudulent percentages represent traffic determined to be generated by bots, devices infected with malware, and other nefarious means, rendering it fraudulent. North America had the highest percentage of fraudulent traffic at 14.19%, followed by Latin America at 12.43%.



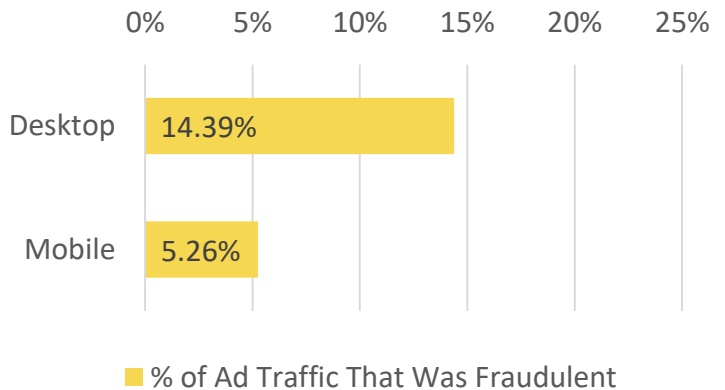
## Percent of Ad Traffic and Fraudulent Ad Traffic by Device Type Per Region

The NA region had the highest percentage of fraudulent desktop ad traffic at 24.31%, followed by the APAC region at 14.39%. The LATAM region had the highest percentage of fraudulent mobile traffic at 12.24%, followed by NA at 9.13%.

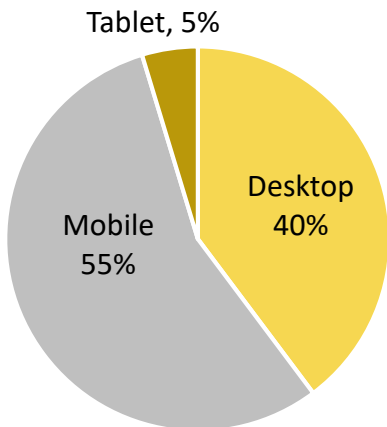
**APAC: Percent (%) of Ad Traffic by Device Type**



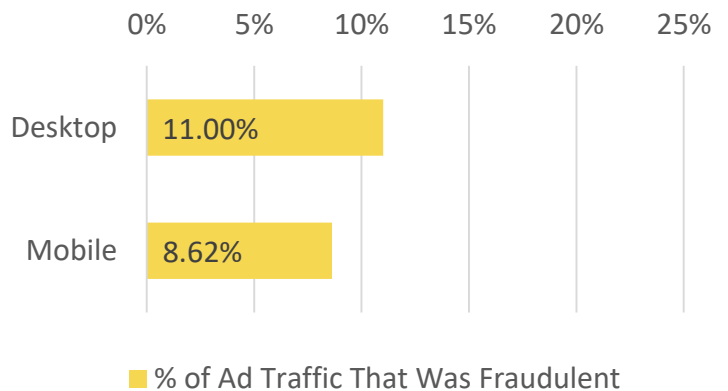
**APAC: Percent (%) of Fraudulent Ad Traffic by Device Type**



**EMEA: Percent (%) of Ad Traffic by Device Type**



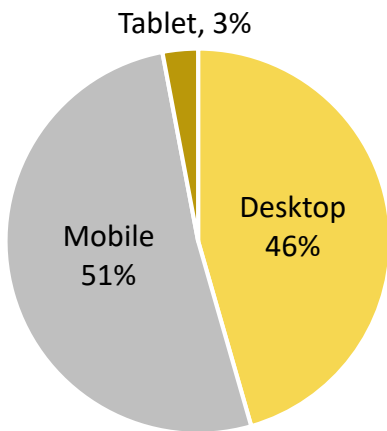
**EMEA: Percent (%) of Fraudulent Ad Traffic by Device Type**



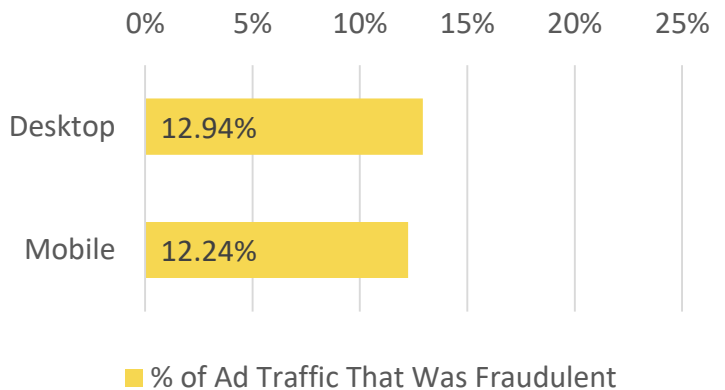
## Percent of Ad Traffic and Fraudulent Ad Traffic by Device Type Per Region (Continued)

Globally, 37% of ad traffic observed was desktop, 58% mobile, and 5% tablet. Additionally, 17.62% of desktop ad traffic and 9.51% of mobile ad traffic was fraudulent globally.

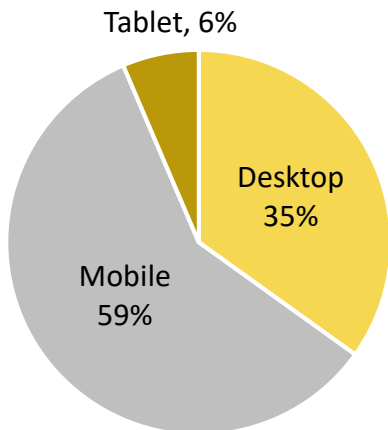
**LATAM: Percent (%) of Ad Traffic by Device Type**



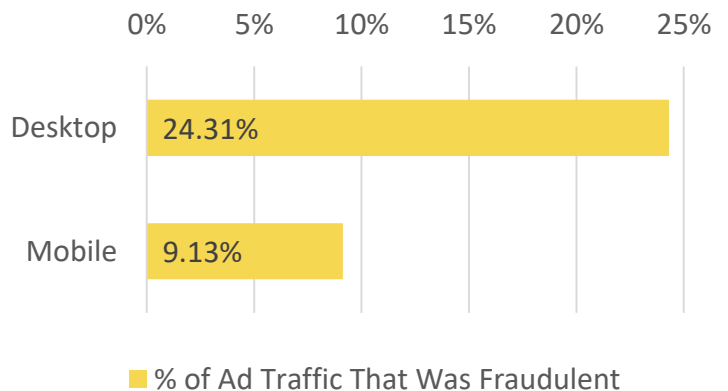
**LATAM: Percent (%) of Fraudulent Ad Traffic by Device Type**



**NA: Percent (%) of Ad Traffic by Device Type**



**NA: Percent (%) of Fraudulent Ad Traffic by Device Type**



## 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](http://www.fraudlogix.com) for more information or contact us at [sales\\_req@fraudlogix.com](mailto:sales_req@fraudlogix.com).

