



Marketer FAQs

Who is responsible for monitoring ad fraud within my campaign?



Marketers need to take an active role in demanding transparency from media partners

In the past year, it's become impossible to ignore the issue of advertising transparency. Headlines are littered with [explosive investigative research reports](#), [inflated metrics scandals](#), [children's data being compromised](#), [ads running in wildly inappropriate content](#) and [more](#).

Yet, marketers have been relatively quiet on these scandals, especially when compared to other, [less serious](#) topics that dominate the [industry narrative](#).

We wondered, why?

Could it be due to confusion regarding who is ultimately responsible for monitoring these issues?

To understand their (lack of) response, we partnered with Advertiser Perceptions and conducted interviews and surveys with agencies and brand marketers.*

*See appendix for full details on methodology behind interviews and custom survey

1 out of 3 industry professionals hold brand marketers responsible for preventing ad fraud, yet they typically only take limited internal actions

32%

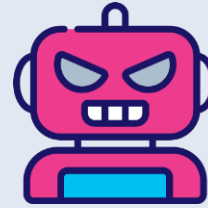
of industry professionals believe **advertisers** are responsible for preventing digital ad fraud

% of brand marketer respondents who use the following solutions to prevent digital ad fraud*



39%

Maintaining a **whitelist of trusted sites**



39%

Closely **monitoring campaigns for increased activity** which may be due to bots



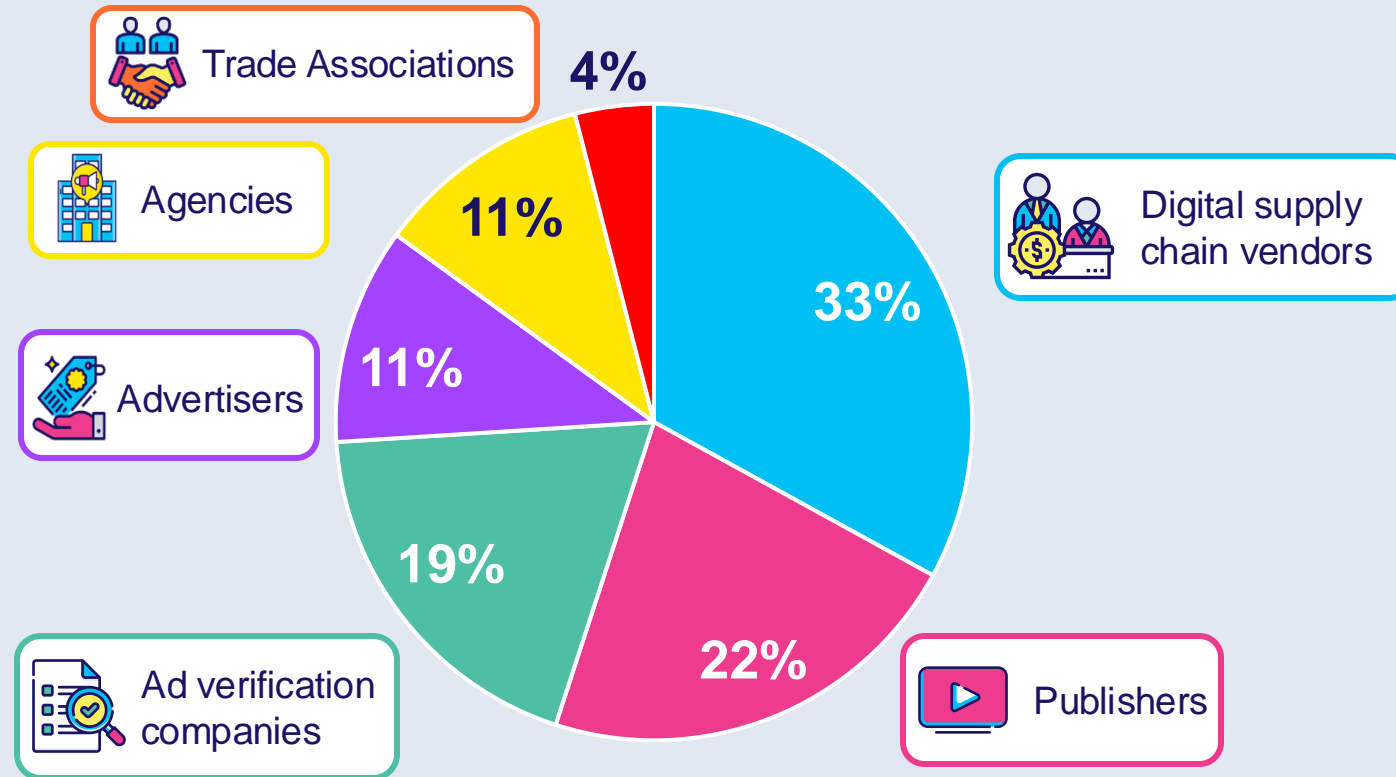
29%

Establishing **clear brand safety guidelines** and ensuring all our partners adhere to them

Source: VAB / Advertiser Perceptions 'Marketer Sentiment on Ad Fraud' Survey, November 2023. Survey base: Marketer and agency contacts from the Advertiser Perceptions 'Senior Marketer' and 'Streaming Video' online communities. Q10. Please rank the following based on who you believe is most responsible for preventing digital ad fraud? Base = Total Respondents. *Q6. What solutions [is your company/are your clients] using to prevent digital ad fraud? Base = Total Respondents.

Brand marketers often assign monitoring ad fraud to third-party vendors or publishers, absolving themselves and their agencies

% of brand marketer respondents who believe the following are responsible for preventing digital ad fraud



Only 22% hold agencies or advertisers accountable (i.e., those most directly responsible for the brand's business)

Source: VAB / Advertiser Perceptions 'Marketer Sentiment on Ad Fraud' Survey, November 2023. Survey base: Marketer and agency contacts from the Advertiser Perceptions 'Senior Marketer' and 'Streaming Video' online communities. Q10. Please rank the following based on who you believe is most responsible for preventing digital ad fraud? Base = Brand Marketer Respondents.

Without internal checks, brand marketers underestimate the seriousness and impact of industry-wide issues

% of brand marketer respondents who are concerned about...
Ranked within top 3 digital ad fraud concerns

Their Business / Client's Businesses

The Advertising Industry Overall*

Unknowingly appearing on 'Made for Advertising' (MFA) websites

18%

32%

Targeted / tracked ads running alongside children's content

11%

18%

Source: VAB / Advertiser Perceptions 'Marketer Sentiment on Ad Fraud' Survey, November 2023. Survey base: Marketer and agency contacts from the Advertiser Perceptions 'Senior Marketer' and 'Streaming Video' online communities. Q3A. What are your top 3 concerns surrounding digital ad fraud regarding [your business/your clients' businesses]? *Q3B. What are your top 3 concerns surrounding digital ad fraud regarding the advertising industry overall? Base = Brand Marketer Respondents.

They assume their trusted partners protect them from alleged fraudulent advertising activities, including metric inflation and ad misrepresentation

 EMARKETER

April 2, 2024

Meta inflates ad viewership projections by 400% class-action lawsuit alleges

 Search Engine Land

March 29, 2024

Advertisers sue Meta for allegedly inflating ad viewership in \$7 billion lawsuit

The advertisers claim they were unfairly charged inflated premiums to serve ads on Facebook and Instagram.

 AdNews

August 20, 2018

Facebook sued for 'misleading' advertisers on potential reach



February 19, 2021

Facebook knew ad metrics were inflated, but ignored the problem to make more money, lawsuit claims

THE WALL STREET JOURNAL

June 27, 2023

Google Violated Its Standards in Ad Deals, Research Finds

About 80% of Google's video-ad placements on third-party sites violated promised standards, new research shows; Google disputes claims

 THE HOLLYWOOD REPORTER

July 26, 2023

Google Sued by Advertisers for Allegedly Inflating Video Ad Metrics

Forbes

June 28, 2023

Google's Ad Scam Eerily Similar To Facebook's Metric Inflation Scam

 EMARKETER

December 15, 2023

Google will face a class-action antitrust lawsuit from small advertisers

 adexchanger

November 28, 2023

Adalytics Exposes An Alleged \$10.5 Billion Black Hole In The Google Search Partners Program

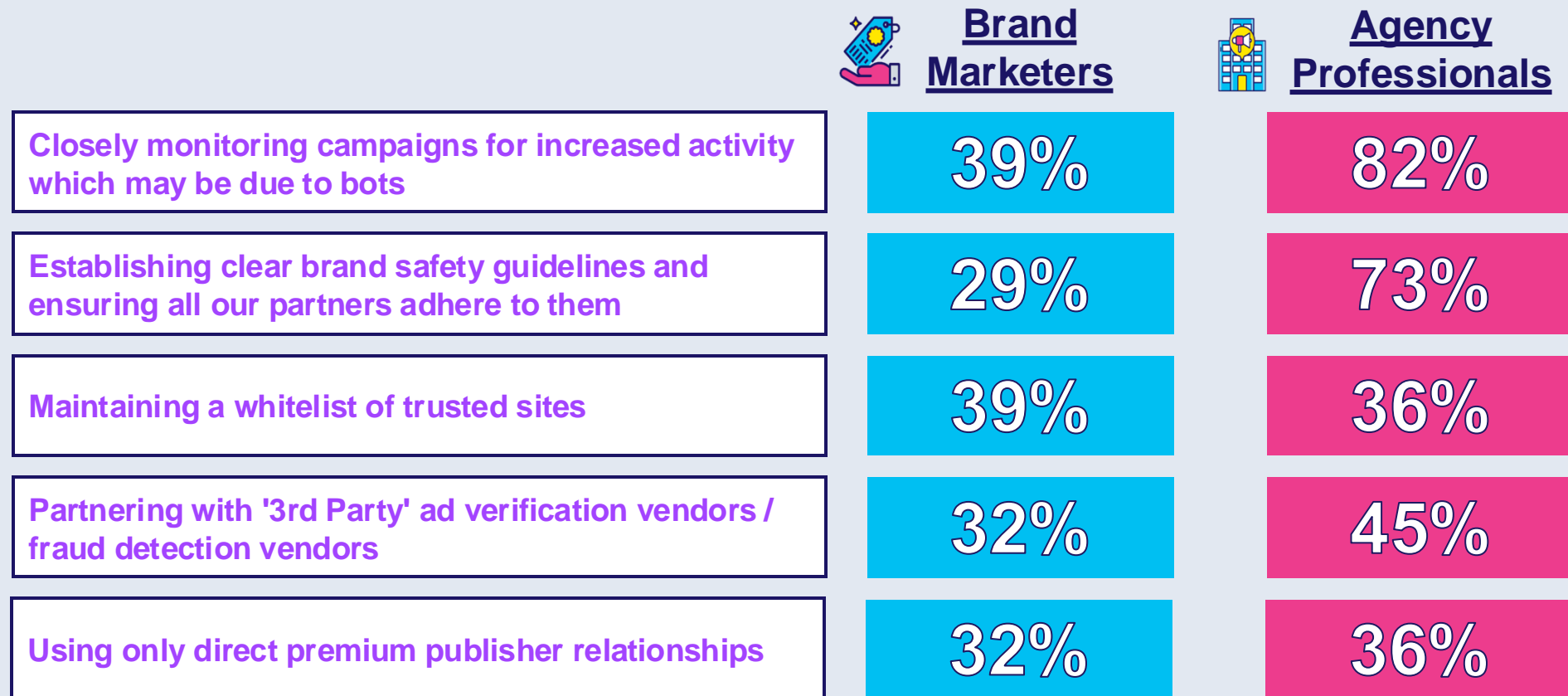
ADWEEK

July 11, 2023

Ad Buyers Redirect YouTube Strategies After Report Accuses It of Violating Standards

Agencies, with their experience in monitoring campaigns and access to evaluation tools, generally feel more culpable for the results

% of respondents who use the following solutions to prevent digital ad fraud...



Source: VAB / Advertiser Perceptions 'Marketer Sentiment on Ad Fraud' Survey, November 2023. Survey base: Marketer and agency contacts from the Advertiser Perceptions 'Senior Marketer' and 'Streaming Video' online communities. Q6. What solutions [is your company/are your clients] using to prevent digital ad fraud? Base = Total Respondents.

Yet, in the end, everyone is pointing fingers in different directions with no accountability in sight



% of total respondents

32%

believe **advertisers** are responsible for preventing digital ad fraud

27%

believe **agencies** are responsible for preventing digital ad fraud

Source: VAB / Advertiser Perceptions 'Marketer Sentiment on Ad Fraud' Survey, November 2023. Survey base: Marketer and agency contacts from the Advertiser Perceptions 'Senior Marketer' and 'Streaming Video' online communities. Q10. Please rank the following based on who you believe is most responsible for preventing digital ad fraud? Base = Total Respondents.

In their own words: Marketers agree on the need for transparency and accountability, and expect as much from media partners



“I think **it's our job to really demand of our partners that they treat us well**. I think the way that we hold them to that is we look for a lot of granularity in the data we get back. We ask questions on what they're doing to prevent fraud and when we see something that looks strange, we bring it to their attention. **If they don't have a good answer, we find a different partner.**”

CMO, Consumer Electronics Category
(Anonymous)

“**On the advertiser side, it's on me**. It's my budget, I own the money, I represent the company so it's on me to confirm that I'm doing things right. **The publisher is equally responsible**. It's on me to figure out if they're sketchy, but if they're operating illegally or immorally, then it's the publisher's fault. I buy from an intermediary/DSP and it's on them as well. Everyone is culpable.”

VP, Brand & Media, e-commerce Category
(Anonymous)

Source: VAB / Advertiser Perceptions 'Marketer Sentiment on Ad Fraud' Survey, based on in-depth interviews, fielded October 2023. Survey base: Marketer and agency contacts from the Advertiser Perceptions 'Senior Marketer' and 'Streaming Video' online communities.

Marketers can move the industry forward and enact real change by **taking an active role in demanding transparency** across all their media & verification partners

A graphic with a pink and red geometric pattern on the left and a dark blue background on the right. The word "Know" is written in white on the pink background.

Know ▶

Know precisely where your video ad campaign is running and exactly who is watching it.

A graphic with a yellow and orange geometric pattern on the left and a dark blue background on the right. The word "Stop" is written in white on the yellow background.

Stop ▶

Stop considering any ad video "premium" that lacks a fully transparent ad process.

A graphic with a teal and light blue geometric pattern on the left and a dark blue background on the right. The word "Insist" is written in white on the teal background.

Insist ▶

Insist on campaign transparency from all your video ad partners.

A graphic with a light blue and teal geometric pattern on the left and a dark blue background on the right. The word "Trust" is written in white on the light blue background.

Trust ▶

Trust multiscreen TV to always be fully transparent, accurate and accountable.


Also, the FreeWheel Council for Premium Video and the VAB have partnered to advocate for the value of premium standards. **Click below to download and learn more!**

**Buying Premium Video:
A Definitive Checklist**

Key Marketer Takeaways

- ▶ A relatively small portion of industry professionals hold themselves or their agencies responsible for preventing ad fraud, leading to challenges in taking coordinated action
- ▶ Many brand marketers prefer to delegate ad fraud monitoring to third-party vendors, which may result in less emphasis on internal efforts to address the issue directly
- ▶ Although there is awareness of ad fraud, the measures currently taken by brand marketers and agencies could benefit from more consistency and action to effectively mitigate the issue, including taking an active role in demanding transparency across all media partners

Download our full guide **'Exposed'** to learn more about all five of the inconvenient truths we learned from marketers through our custom survey



Transform

Marketer's Guide
Innovative thinking to make a lasting impact on your business growth.

Exposed
5 Inconvenient Truths We Learned From Marketers

VAB Insights. Inspiration. Impact.

5 Inconvenient Truths We Learned From Marketers

1 Don't Blame Me The lack of culpability means no single party is willing to assume responsibility for addressing ad fraud	2 Lose Control Marketers face persistent ad fraud with little recourse or power to address it	3 Under Pressure By prioritizing low costs in campaigns, quality and brand safety are put at extreme risk	4 Hazy Shade of Winter A lack of transparency prevents marketers from understanding and identifying where the many risks of ad fraud exist	5 Smooth Criminal Marketers are unaware that digital ad dollars are being inadvertently funneled to 'bad actors' who fund illegal operations, extremist content and other harmful activities
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PAGE 10 This information is exclusively provided to VAB members and qualified marketers. VAB

[Click here to download 'Exposed'](#)

Creators

Danielle DeLauro

Executive Vice President
danielled@thevab.com

Jason Wiese

SVP, Director of Strategic Insights
jasonw@thevab.com

Leah Montner-Dixon

Director, Audience & Behavioral Insights
leahm@thevab.com

Karolina Guillen

Associate Director, Insights, Strategy & Analytics
karolinag@thevab.com

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Looking for more data, insights and takeaways?
Check out this related VAB content

To learn more about the methodology of our custom study, download the full report

[Exposed: 5 Inconvenient Truths We Learned From Marketers](#)



How can I effectively address ad fraud within my campaign?



Will prioritizing cost over quality impact my ad campaign outcomes?



What are the misconceptions about ad fraud across media platforms?



Does ad fraud pose any risks beyond affecting my campaign metrics?

About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies ***complimentary access*** to our continuously-growing Insights library. **Get immediate access** at theVAB.com.



To learn what marketers think about advertising transparency, ad fraud and brand safety we conducted independent research



VAB's custom study results are based on responses from **senior brand marketers** and **high-level agency professionals**. These individuals are part of Advertiser Perceptions' Insights Community, a **distinguished panel of industry experts** who are deeply experienced and constantly tuned into the latest trends and developments.

Their keen awareness and understanding of the ever-evolving advertising landscape make them uniquely positioned to identify the industry's most pressing challenges.

- ▶ Part I: in-depth interviews of 5 select respondents
 - ▶ September 26 – October 2, 2023
- ▶ Part II: quantitative survey of 39 respondents
 - ▶ November 10 - 14, 2023

Respondent Qualifications:

- ▶ Senior level decision-makers involved in digital video, CTV and / or linear TV campaigns
- ▶ Mix of category verticals
- ▶ Mix of annual media spend levels
- ▶ Senior job level / title