What is invalid traffic?
Invalid traffic (IVT) is traffic that does not represent a genuine user or a human-like behavior. It includes various forms such as fraudulent or manipulated traffic, bot traffic, and non-human traffic.

What are the worst aspects of programmatic ad buying for agency and marketing professionals?
- Beyond fraud: what defines IVT?
- How much traffic is invalid?
- An expensive problem: invalid video views
- Size matters for IVT
- Estimated amount of money lost to ad fraud
- Protecting your budgets from IVT

Beyond fraud: what defines IVT?
IVT includes any other actions or interactions that are not caused by users, including bots, manipulation, falsification, and other forms of non-human behavior.

How much traffic is invalid?
Most aggregate global data is skewed due to IVT. However, the percentages can vary significantly across different formats and regions.

An expensive problem: invalid video views
Invalid traffic in video formats can be particularly costly due to the high rates of viewability and brand safety issues.

Size matters for IVT
The size of the ad can affect the likelihood of IVT, with larger formats being more vulnerable.

Estimated amount of money lost to ad fraud
This infographic shows the estimated amount of money lost to ad fraud over the years.

Protecting your budgets from IVT
Moat helps advertisers protect and measure against IVT across many channels, including desktop, mobile, in-app, and more.

Click here to learn more about IVT by downloading “The Essential Guide to Protecting Your Ad Spend from Invalid Traffic.”

Sources:
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