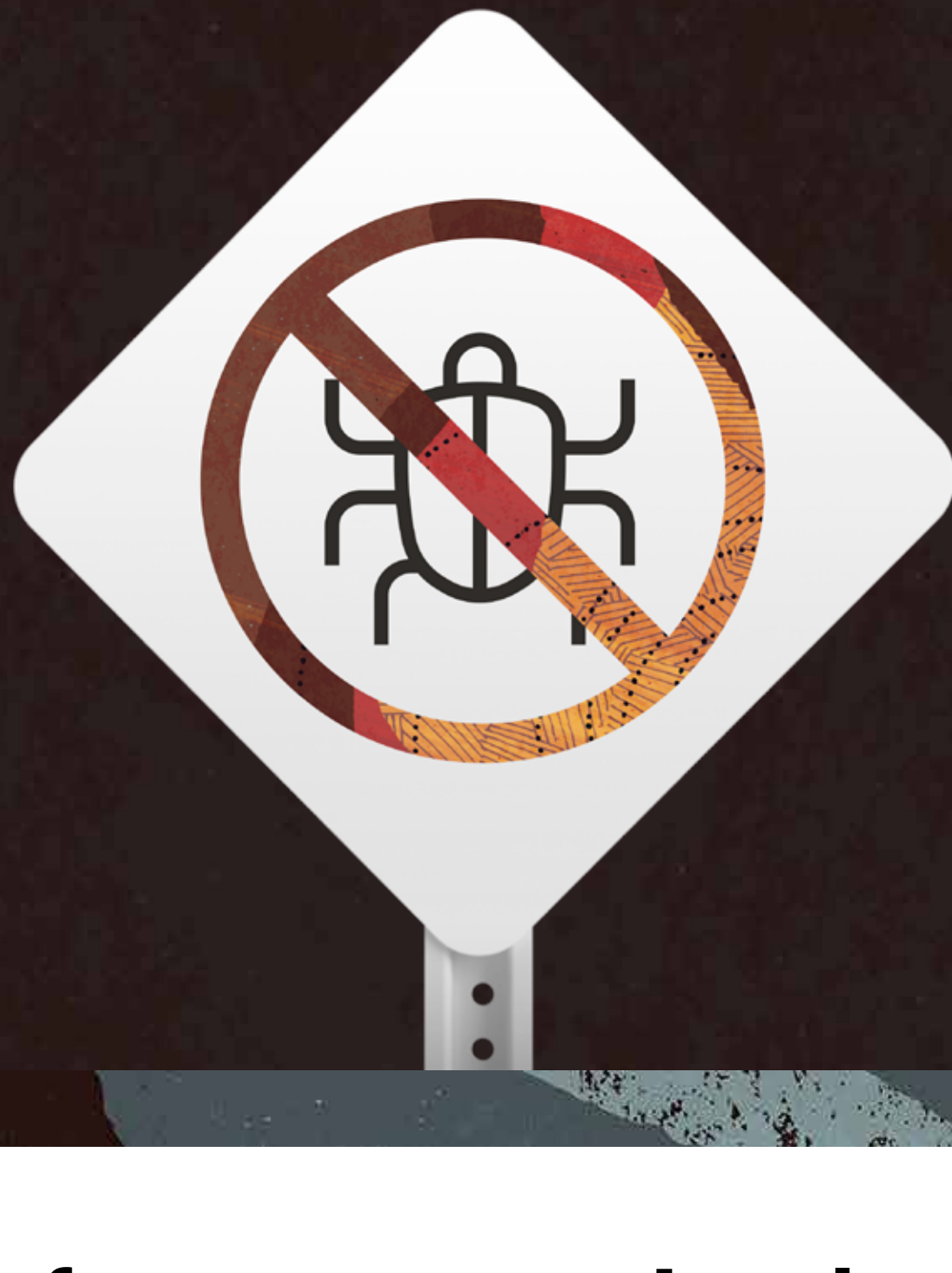
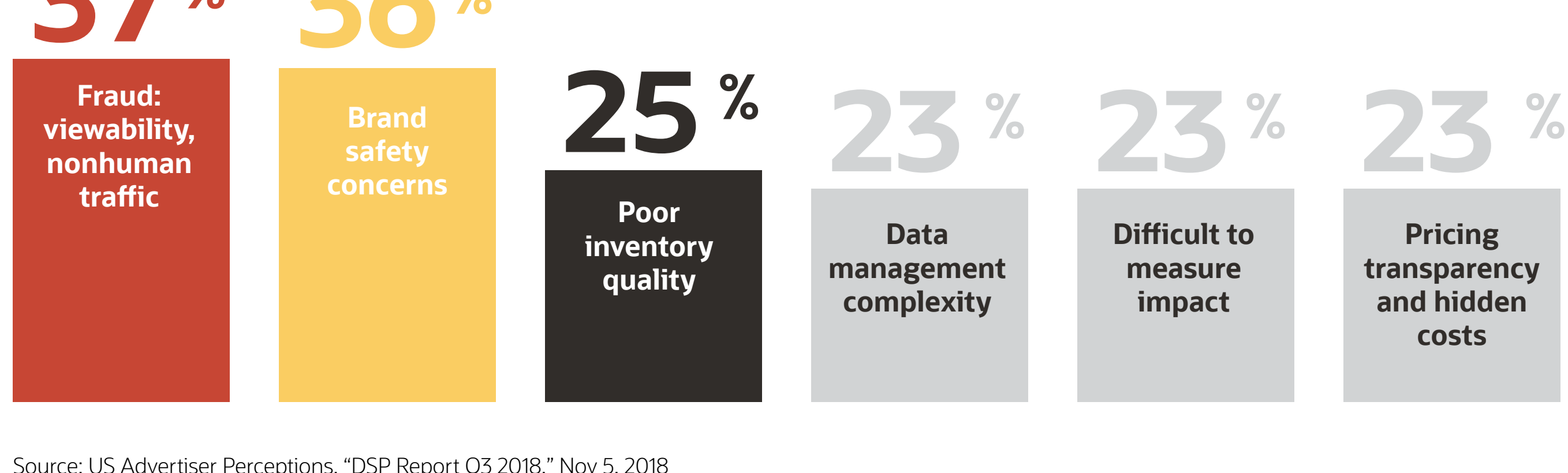


What ad traffic is invalid? Moat delivers the metrics that matter

As advertising becomes increasingly programmatic, invalid traffic (IVT) continues to be an industry hot topic for advertisers and publishers alike. While ad fraud gets all the headlines, all forms of IVT deplete budgets and cause headaches. The Moat Data Science team calculates global benchmarks and industry trends every quarter. Below are some of the many stats that we track giving a unique view of IVT.



What are the worst aspects of programmatic ad buying for agency and marketing professionals?



Source: US Advertiser Perceptions, "DSP Report Q3 2018," Nov 5, 2018

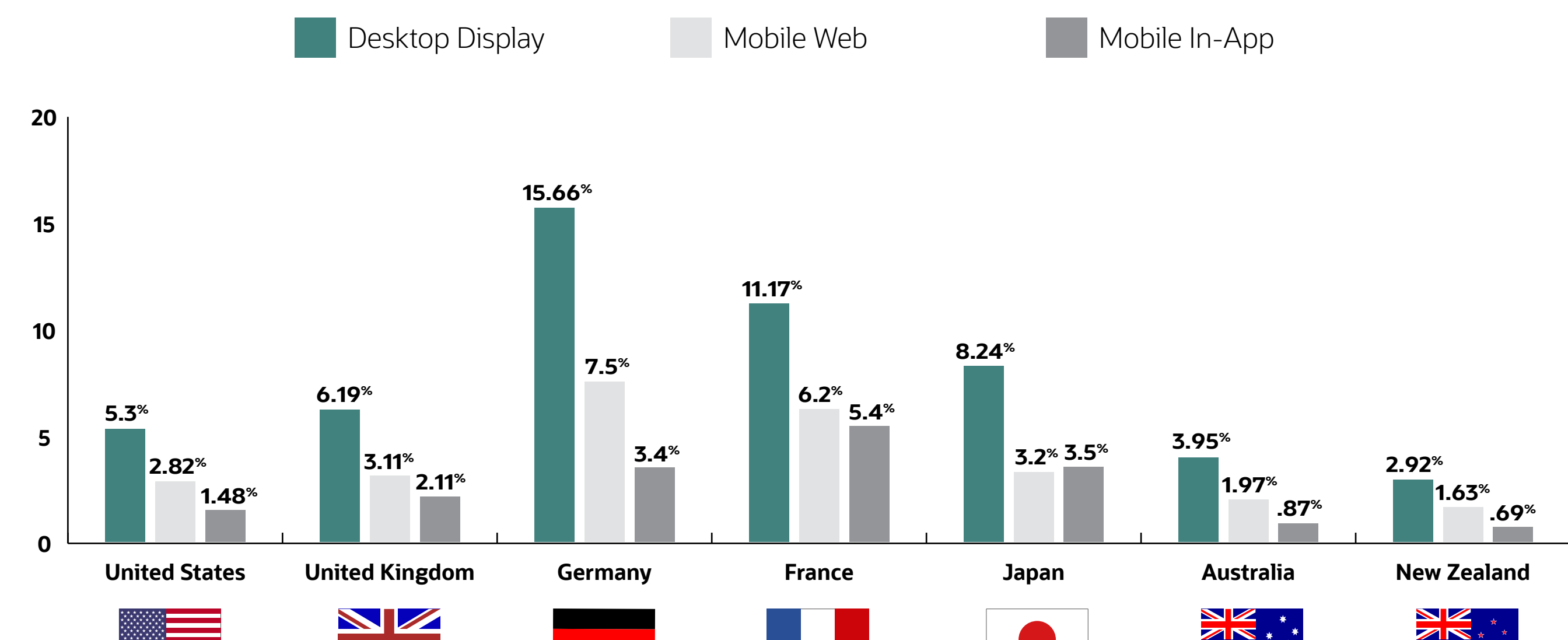
Beyond fraud: what defines IVT?

IVT includes any clicks or impressions that may artificially inflate an advertiser's costs or a publisher's earnings. Examples of IVT:



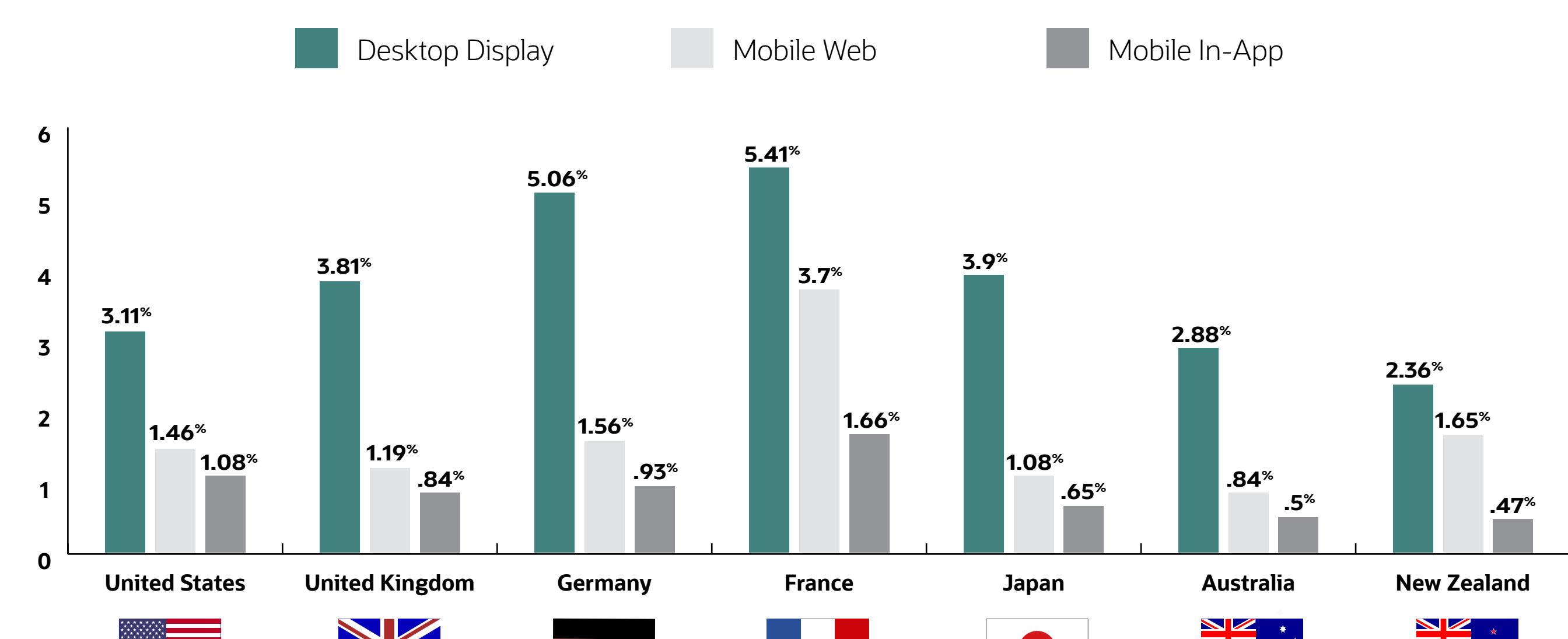
How much of traffic is invalid?

Moat aggregates global data to illustrate the IVT seen around the world.



An expensive problem: invalid video views

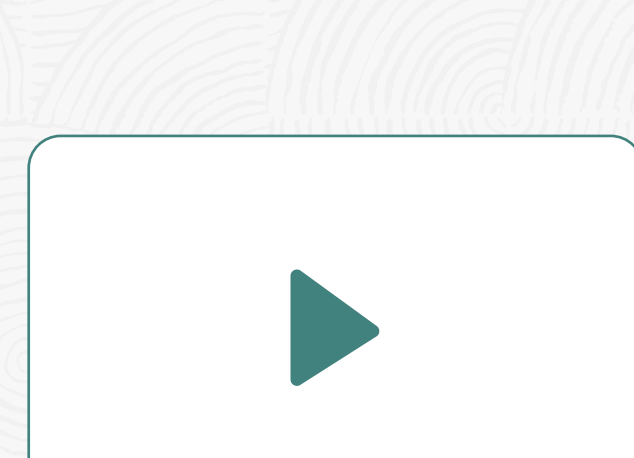
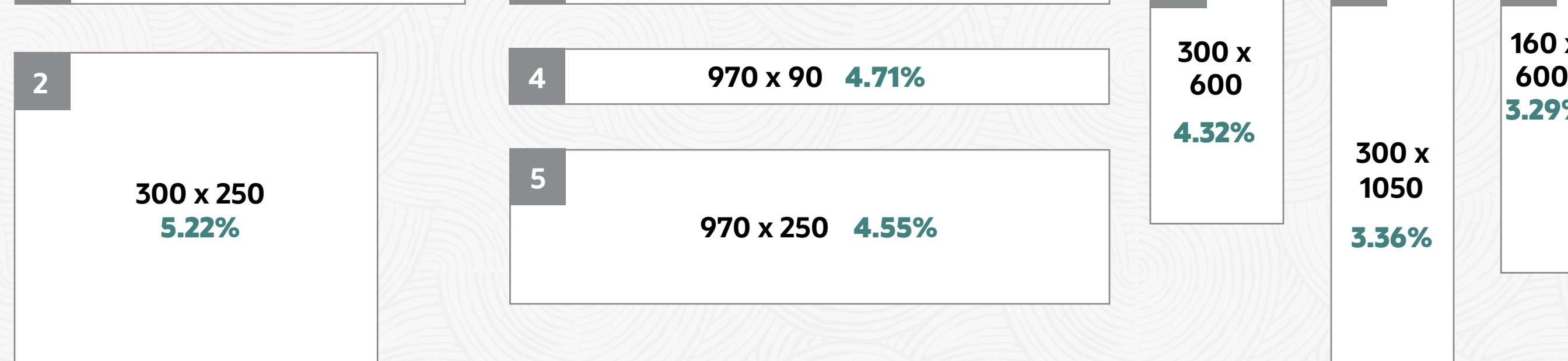
Moat can help advertisers protect and measure against IVT across many channels, including expensive video impressions.



Size matters for IVT

Whether on mobile or desktop, there are ad sizes that, globally, are more vulnerable than others, as reported by Moat.

Desktop (display)

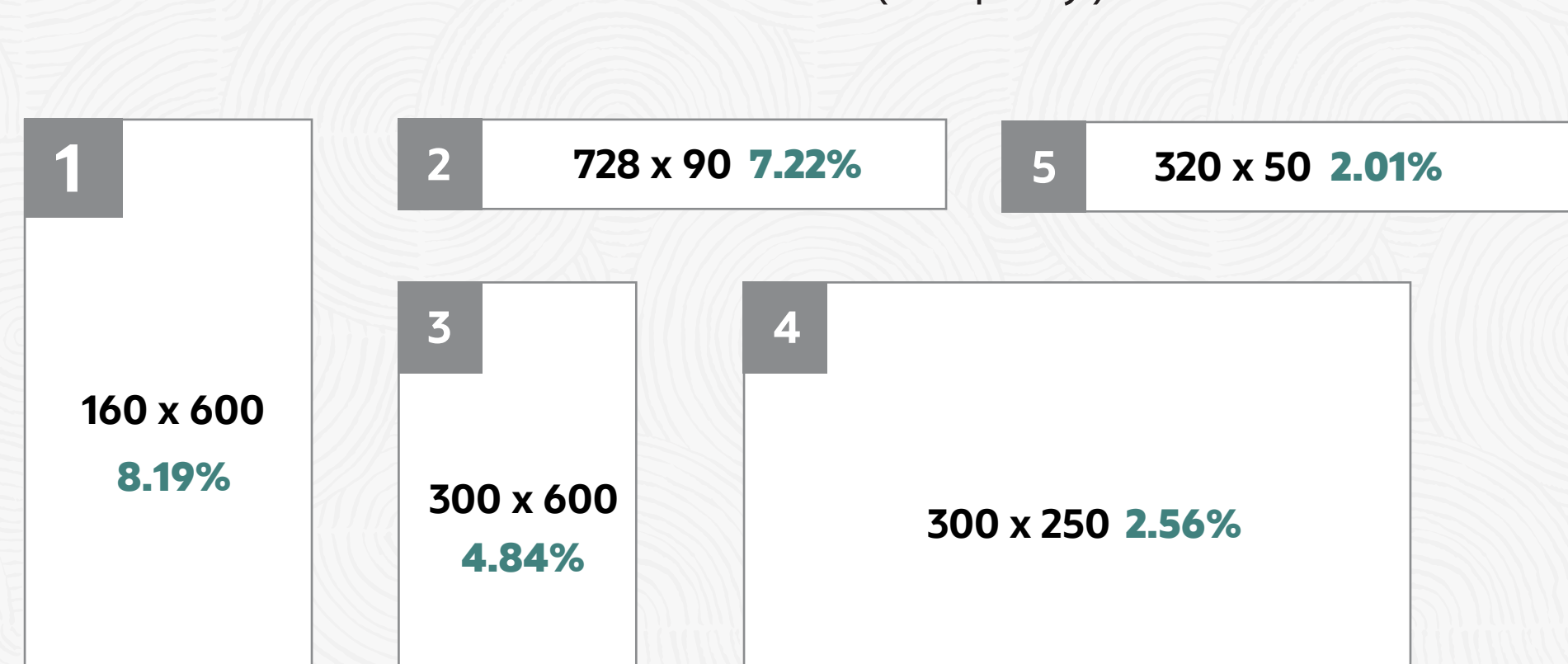


Desktop (video)

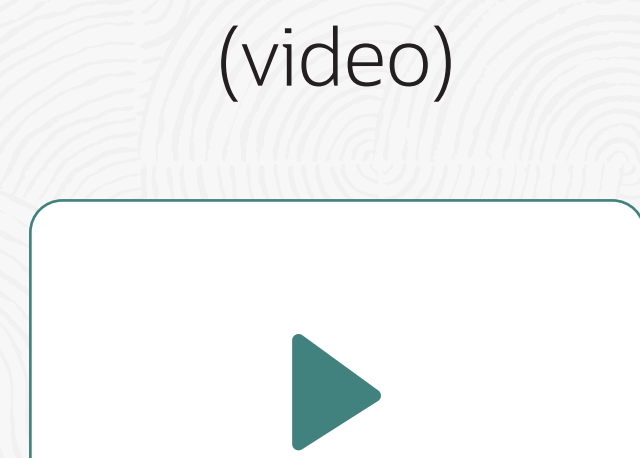
Short-form videos have an IVT rate of almost **3.17%** compared to long-form videos at **3.15%**



Mobile web (display)



Mobile web (video)



Long-form videos have an IVT rate of almost **1.31%** compared to short form at **.85%**

Estimated amount of money lost to ad fraud

As programmatic grows, so does the waste caused by fraud and IVT. You need to protect your dollars.



*Projection
Source: eMarketer & Juniper Research

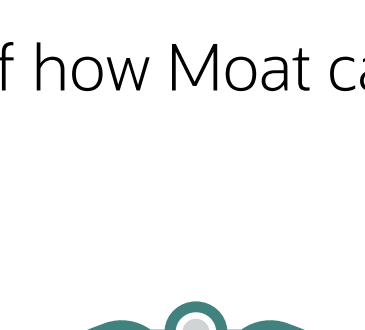
DrainerBot

A real-life example of how Moat caught malicious fraud.



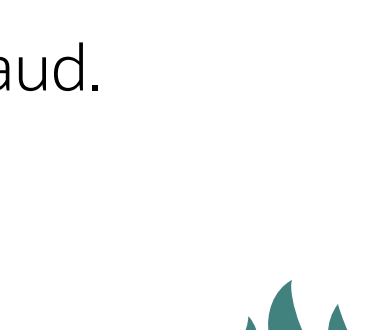
The Fraud

DrainerBot was a malicious bot distributed via software embedded in millions of consumer apps. Once downloaded, it could surreptitiously download hidden and unseen video ads, costing advertisers and consumers alike.



The Discovery

DrainerBot was discovered through the joint efforts of Oracle technology teams from its Moat and Dyn acquisitions. Moat offers viewability, IVT, and brand safety solutions, while Dyn enables DNS and security capabilities as part of Oracle Cloud Infrastructure.

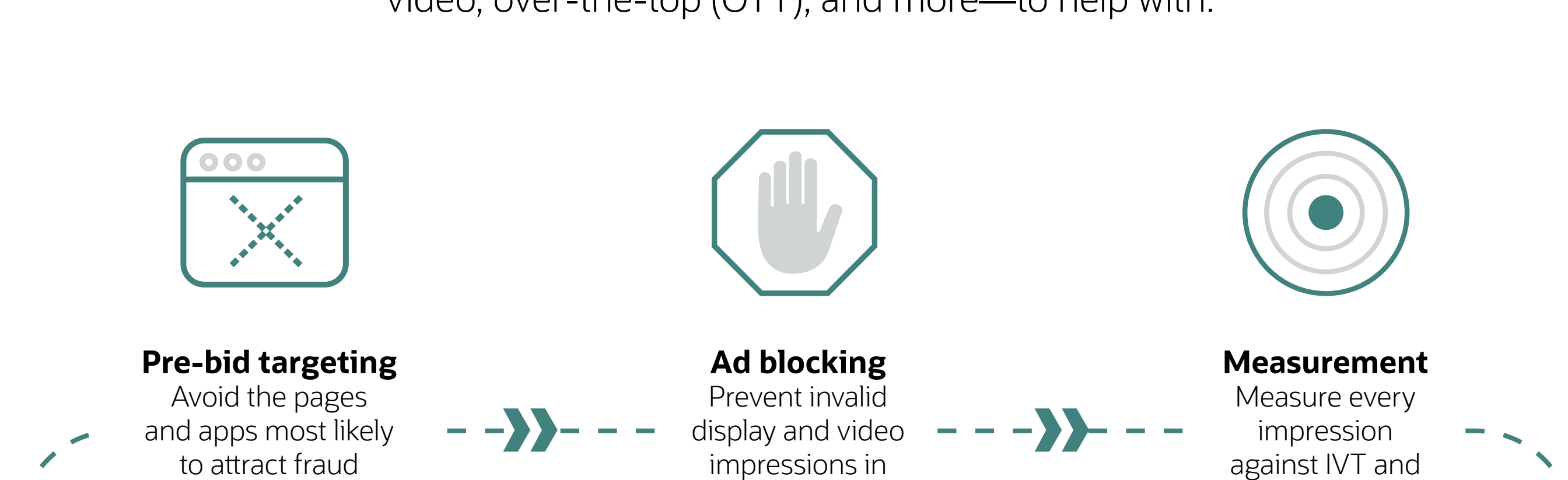


The Damage

DrainerBot cost consumers hundreds of dollars in unnecessary data charges every month.

Protecting your budgets from IVT

Moat helps advertisers avoid wasted ad spend by providing a more comprehensive view of programmatic threats. Advertisers can leverage Moat Analytics across channels—desktop, mobile, in-app, video, over-the-top (OTT), and more—to help with:



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

