AN UNSOLVED PROBLEM

Navigating Ad Fraud

Manny Puentes, CEO & Founder, Rebel AI

Rebel Ai

Intro

Manny Puentes, CEO & Founder, Rebel AI

- 20+ Years In Advertising

- Patents in Collaborative Communications and Content Delivery Verification

- Specialties in real-time bidding, data pipeline architecture, natural language processing, and machine learning.

Problem

Digital advertising still lacks fundamental security measures, which has allowed ad fraud to become an ever-growing problem.

$23B

Dollar amount estimated to be lost to ad fraud in 2020
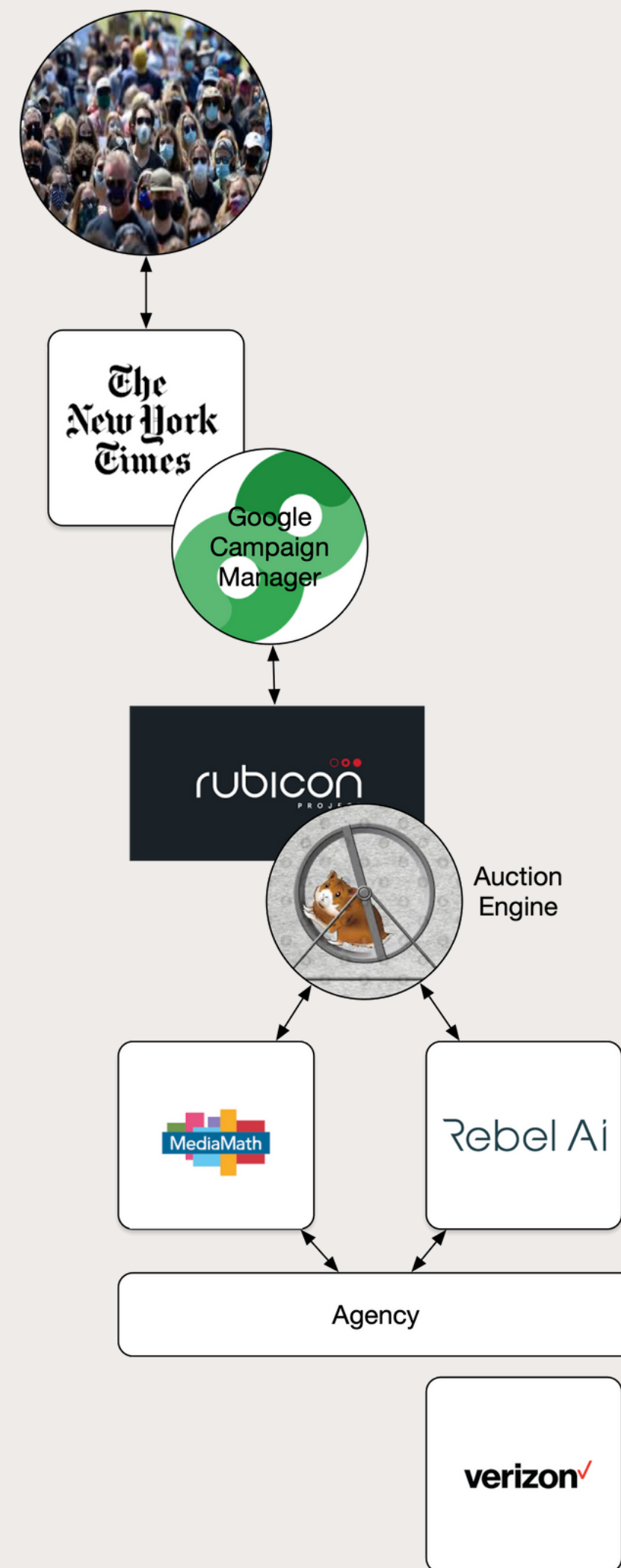
28%

Total web traffic that is "non-human" aka "bot traffic"

1 in 13

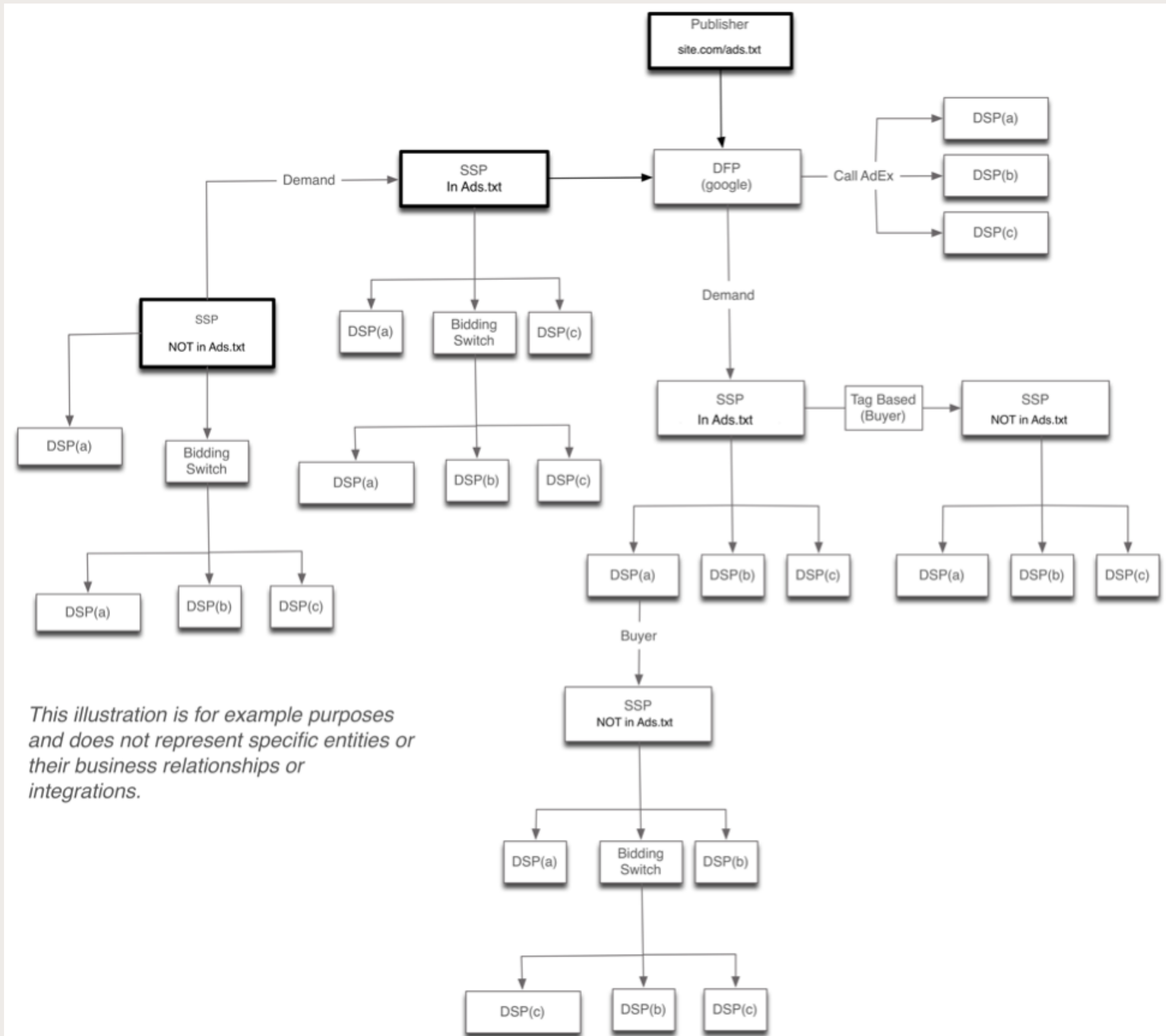App installs that are estimated to be fraudulent

The Ad Ecosystem

To understand ad fraud, it helps to first understand the flow of a typical ad transaction from Brand to Consumer.
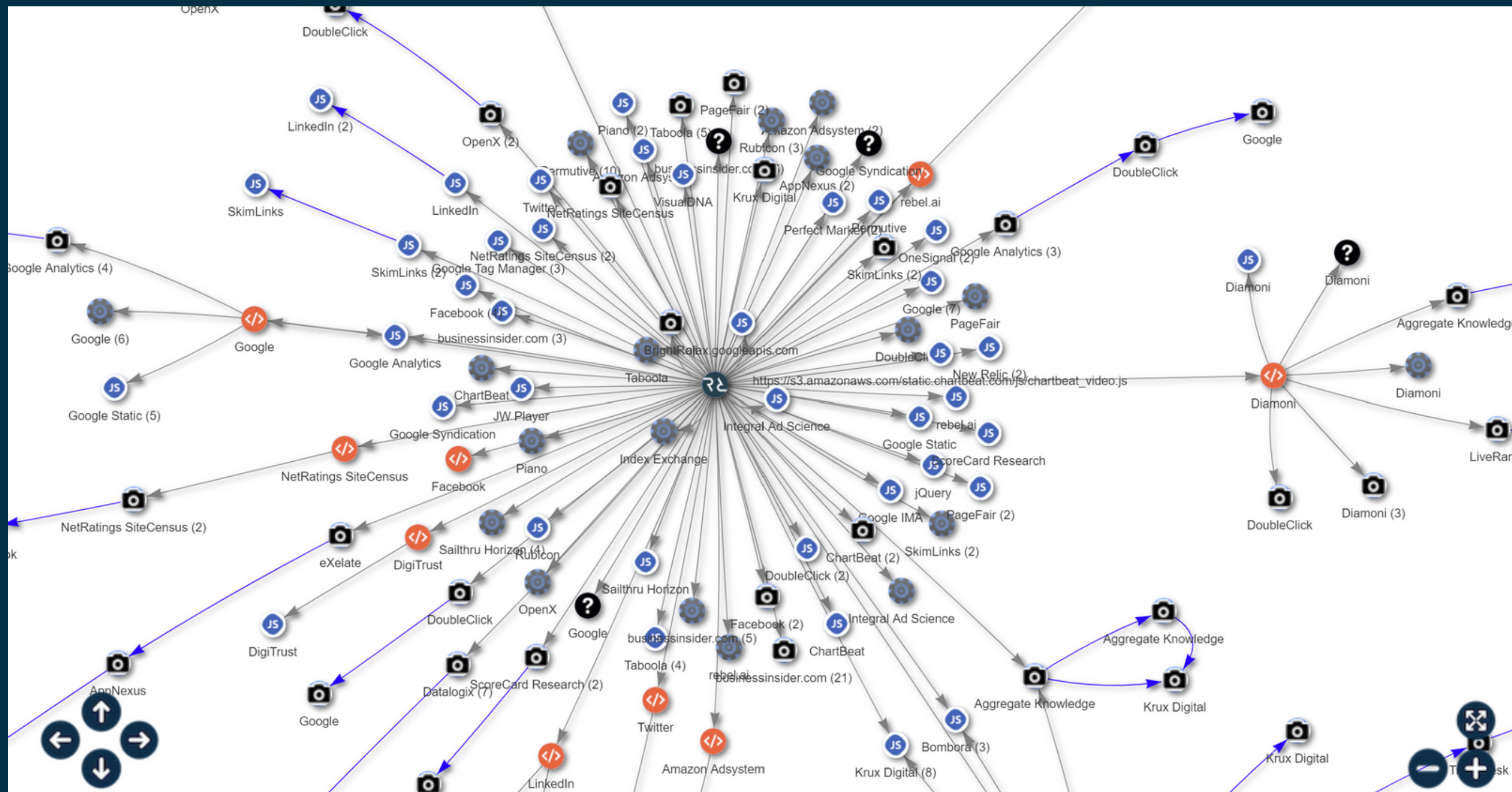
The Ad Ecosystem

A complex supply chain that only flows from seller to buyer makes ad fraud easy to perpetrate and hard to track down

This illustration is for example purposes and does not represent specific entities or their business relationships or integrations.

Path Demo

Types of Fraud

- Domain Spoofing
- Bot Fraud
- iFrames/Pop-Unders
- Geo Fraud

Questions to Ask

Your partners should be implementing the right protections to protect your brand spend.

A little oversight goes a long way into protecting your campaigns.

What services do you use to detect fraud?

What domains have my ads run on?

What's the viewability percentage of my ads?

Do you use a block list?

How do you handle impressions determined to be fraudulent?

Get in Touch

Email Address
epuentes@rebelai.com

HQ
Louisville, Colorado

Phone Number
720-588-8669