**Ad Fraud Loss To More Than Double In 5 Years**

Juniper Research predicts 30% of global mobile ad spending and 22% of digital will be lost to fraud in 2023, with total global loss rising from $84.2 billion this year to $172.3 billion in 2028. Juniper says in-app digital ad spending will see the most fraud this year, but notes that fraud mitigation platforms could help recover $23 billion of lost spend this year and $47 billion by 2028.

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[*https://www.mediapost.com/publications/article/389594/22-of-all-digital-ad-spend-30-of-mobile-lost-to.html*](https://www.mediapost.com/publications/article/389594/22-of-all-digital-ad-spend-30-of-mobile-lost-to.html)

*Image credit:*

[*https://zvelo.com/wp-content/uploads/2016/09/ad-fraud-bot.png*](https://zvelo.com/wp-content/uploads/2016/09/ad-fraud-bot.png)