**Ad Fraud Prevention Will Take a United Effort**

 Mobile ad fraud is increasing and bad actors are becoming more sophisticated to disguise fraudulent practices, which is why the industry must come together to invest in machine learning and artificial intelligence to develop a defensive framework, writes Rajiv Bhat.

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<https://www.smartbrief.com/original/2018/12/collaboration-key-ending-ad-fraud?utm_source=brief>

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