**Digital Ad Fraud’s Price tag: $18.5 Billion**

With digital ad spending projected to hit $56 billion this year, that means about $1 out of every $3 spent on online advertising is fraudulent. In ad fraud, scam artists employ software called bots to generate bogus traffic to sites and click on ads.

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<http://www.medialifemagazine.com/putting-a-pricetag-on-digital-ad-fraud/>