**Mobile Ad Fraud Almost Twice as Prevalent in 2018**

Mobile advertising fraud has nearly doubled since last year, with two-fifths of fraud related to e-commerce, per Adjust's use of fraud prevention technology on paid app installs. Games and travel apps were the second- and third-most affected by fraud.

***MediaPost Communications 5/10/18***

<https://www.mediapost.com/publications/article/319011/mobile-ad-fraud-rates-double.html>

Image credit:

<https://appdevelopermagazine.com//images/news_images/Mobile-Fraud-Moxfox-App-Developer-Magazine_0xq3xr07.jpg>