**Ad Fraud Likely to Plague Mobile Apps, Influencers in 2018**

Ad fraud was likely down in 2017 but will continue to be a problem this year, with mobile apps and influencer marketing seen as prime targets, White Ops co-founder Michael Tiffany says in an interview. Tiffany expects more general progress against fraud this year, although fraud attempts will persist and be redirected, notably into app advertising.

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<https://www.emarketer.com/Article/Mobile-Apps-Influencer-Marketing-Top-Fraud-Targets-2018/1016843>

Image credit:

<https://arabianmarketer.ae/wp-content/uploads/2016/06/ad-fraud.jpg>