**Adform Uncovers Fraudulent Ad Bot Stealing $500,000 Per Day**

Adtech company Adform has announced the discovery of an advanced ad fraud scheme it has named "Hyphbot," which involves the creation of more than 1 million unique URLs and 34,000 domain names to trick advertisers into believing they're purchasing quality inventory from publishers such as CNN, The Economist and The Wall Street Journal.

***The Drum (Scotland) 11/21/17***

[***http://www.thedrum.com/news/2017/11/21/adform-claims-have-discovered-the-largest-bot-network-generating-over-15-billion***](http://www.thedrum.com/news/2017/11/21/adform-claims-have-discovered-the-largest-bot-network-generating-over-15-billion)

***Image credit:***

[***https://image.slidesharecdn.com/searchadfraud101byaugustinefoutechnicalforensics-140212121433-phpapp02/95/search-ad-fraud-101-by-augustine-fou-technical-forensics-2-638.jpg?cb=1393398296***](https://image.slidesharecdn.com/searchadfraud101byaugustinefoutechnicalforensics-140212121433-phpapp02/95/search-ad-fraud-101-by-augustine-fou-technical-forensics-2-638.jpg?cb=1393398296)