**Google Purged 1.7B Fraudulent Ads in 2016**

Google eliminated 1.7 billion fraudulent ads from its platform last year, accounting for more than double what it removed in 2015. "The more companies like Google and others can do to detect and shut down these bad ads, the less harm they can cause to advertisers, well-intending publishers and even consumers," eMarketer's Lauren Fisher says.

***CNET 1/25/17***

<https://www.cnet.com/uk/news/google-bad-ads-report-2016-fake-news-crackdown/>