**Report: Ad Bot Fraud is Rising**

The amount of ad impressions created by bots last year was between 3% and 37% compared to an earlier range of between 2% and 22%, the Association of National Advertisers and White Ops report. Additionally, programmatic ads experienced 14% more fraudulent traffic than average, and programmatic video ads had 73% more fake traffic than average.

***Adweek 1/19/16***

<http://www.adweek.com/news/technology/bots-will-cost-digital-advertisers-72-billion-2016-says-ana-study-169072>