Advertisers Need to Buckle Down on These 3 Problem Areas or Risk Increased Mobile Ad Fraud

Mobile ad fraud rates are skyrocketing, and that’s not terribly surprising. After all, scammers follow the money, and the money is going to mobile. Of course the shady underbelly of the digital world is going to try to cash in on that. The good news: Although the mobile space is a unique one in many… https://www.adweek.com/digital/advertisers-need-to-buckle-down-on-these-3-problem-areas-or-risk-increased-mobile-ad-fraud/