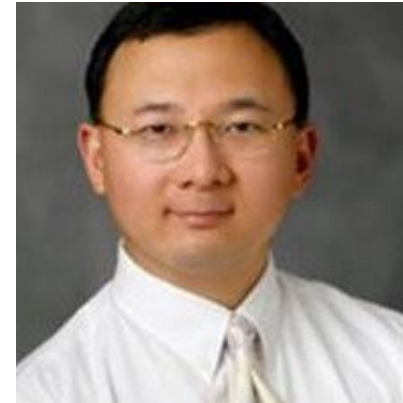


Geotarget Ad Fraud

4:00 pm – 4:45 pm



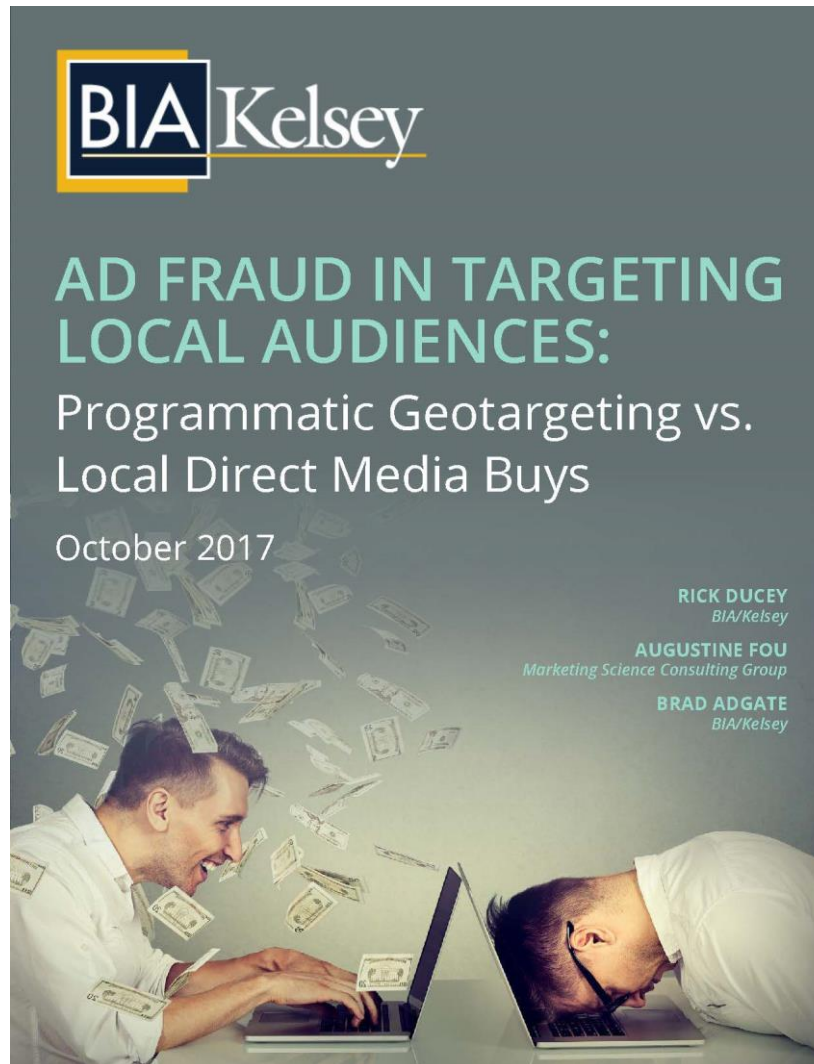
Rick Ducey
Managing Director
BIA Advisory Services



Dr. Augustine Fou
Cybersecurity and Ad Fraud Researcher
Marketing Science Consulting Group

BIA collaborating with Marketing Science Consulting Group

Ad fraud challenging local publishers. Risks, how things go wrong, best practices.

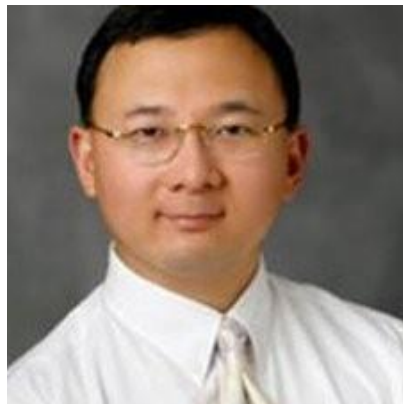


Coming up . . .

BIA and MSRГ will be releasing an updated geotargeted ad fraud report

- New data and analyses
- Where does OTT stand when it comes to ad fraud?
- Trends and remedies
- Best practices

Digital Ad Fraud Impact on Local Ad Spend



September 2018
Augustine Fou, PhD.
acfou [at] mktsci.com
212. 203 .7239

Questions & Comments:

Rick Ducey
Managing Director
BIA Advisory Services
(703) 818-2425
rducey@bia.com

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