

Social puncher

The fake traffic schemes that are still rotting the Internet

Series of reports
by SocialPuncher:
Audits and
Investigations

September 24, 2019

Announcement of a new series of investigations and audit reports

September 24, 2015, Bloomberg published the article by 4 authors (Ben Elgin, Michael Riley, David Kocieniewski, and Joshua Brustein) "The Fake Traffic Schemes That Are Rotting the Internet".

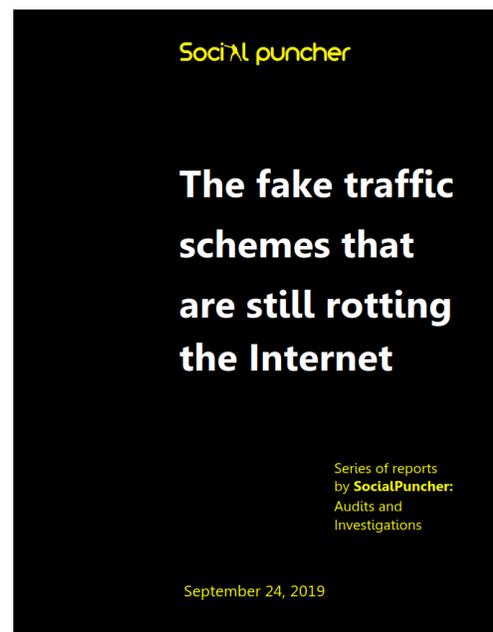
In addition to a number of cases with suspicious traffic or media assets and frank comments from insiders, it described the situation in the industry for 2015, highlighting the main systemic problems of digital advertising.

The article caused a big impact on the industry. It was a revelation for many advertisers, the reputation of the digital ad industry was seriously shaken for some time.

Over the past 4 years, there has not been another large-scale investigation comparable to the work of Bloomberg reporters.

Unfortunately, too little attention was paid to this topic regarding its impact on the digital industry, the economy, and other areas of our life. Many active schemes are still hidden due to the ongoing non-transparency of the digital ad system. And a single article is not enough to cover all relevant ad fraud techniques.

Today, 4 years later, Social Puncher is announcing a series of reports entitled "The fake traffic schemes that are still rotting the Internet".



Social Puncher

Media asset
verification

Audit of ad cost
effectiveness

Digital
investigations

Vlad Shevtsov
The director of investigations
for Social Puncher

Signal: +79529425246
Stopadfraud@socialpuncher.com

Over the next 3 months, Social Puncher will release a series of reports on a wide variety of topics related to the dark sides of the advertising industry. In each case, in addition to auditing media assets and investigating, we will raise the systemic problems of the industry that make all of these schemes possible.

We will highlight the imperfection of the current traffic verification system, discuss the problem of fake media assets, and raise the issue of accountability of ad systems and other parts of the ad supply chain to advertisers and investors.

We plan to pay special attention to insider participation in ad fraud schemes and white-collar crimes: multi-year schemes bringing millions of dollars are impossible without it.

Each new report will be announced on the site at least 24 hours before the release. The subject of the report is not disclosed before publication.

Social Puncher is an independent auditor, not affiliated with any companies in the digital advertising industry.

Social Puncher uses only the results of its own investigations in the reports, as well as various open data (including digital stats) available for verification.