

Chapter 7

Conclusion

Online advertising fraud represents a significant portion of deceiving actions in digital advertising systems which use numerous technologies to derive illicit returns. Even the most conservative estimation has shown that more than 10% of Ad inventory is consumed by bot or fraud impressions. Despite of the fast growth of the computational advertising in modern communication networks, no comprehensive literature review or research documentation exists to summarize forms of fraud in Ad systems. In this book, we provided a comprehensive review of fraud activities in Ad systems, by using a tiered taxonomy to summarizes Ad fraud at different levels and from different perspectives. Our taxonomy categorizes Ad fraud into three major categories, including (1) placement fraud, (2) traffic fraud, and (3) action fraud, with each category focusing on publisher web sites/pages, network traffic, and user actions, respectively. Our literature review provides direct answers to key questions such as the major types of frauds in Ad systems, key approaches and characteristics of different types of fraud, major methods used to detect Ad frauds, and ground truth, measures, tools available to assess fraud and support research in this domain. This book delivers a first hand research guidance for online Ad fraud prevention. It also serves as technical reference for industry practitioners or developers to design their own fraud defending systems.