INVALID TRAFFIC (IVT) & AD FRAUD BENCHMARKS: UNITED STATES 🇺🇸

Q3.2024

An analysis of invalid traffic (IVT) in the mobile app, CTV, and web open programmatic advertising ecosystem.
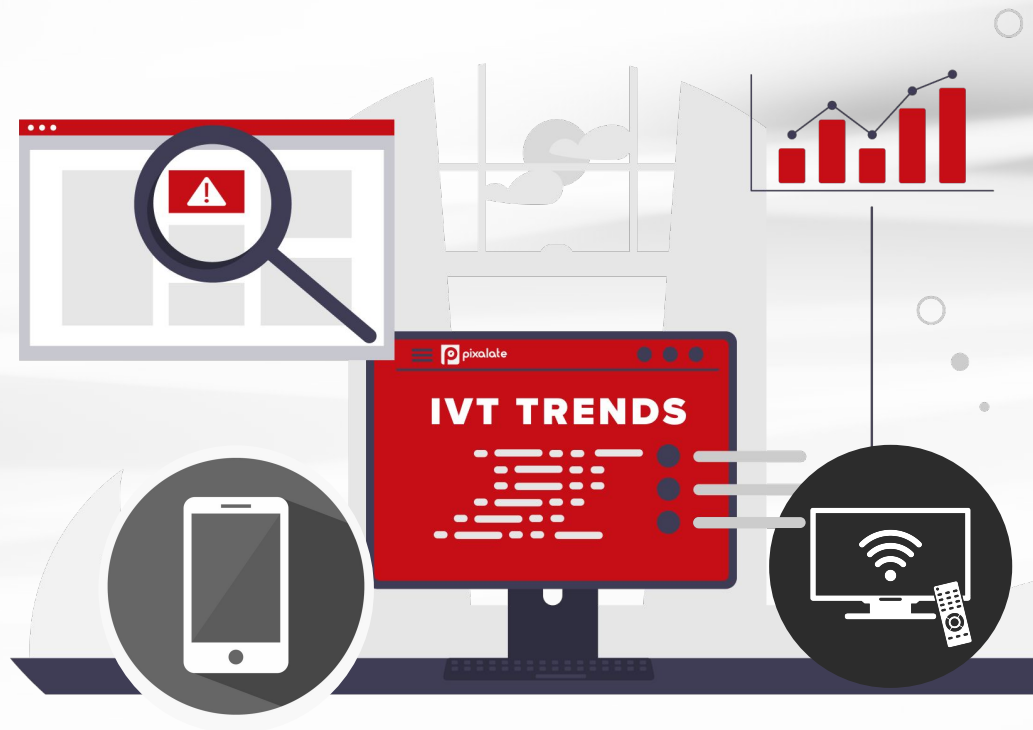
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ABOUT THIS REPORT:

This report highlights the IVT and ad fraud benchmarks in the United States compared to global values during Q3 2024. Pixalate's data science team analyzed programmatic advertising activity across 100+ billion global open programmatic advertising impressions in Q3 2024 to compile this research. Pixalate's datasets — which are used exclusively to derive these insights — consist predominantly of buy-side open auction programmatic traffic sources.

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17.3% of desktop and mobile web traffic in the United States was invalid in Q3 2024, according to Pixalate's data.

21.8% of mobile app traffic in the United States was invalid in Q3 2024, according to Pixalate's data.

22.4% of CTV traffic in the United States was invalid in Q3 2024, according to Pixalate's data.

KEY STATS

Ad Fraud Benchmarks
Web

An analysis of invalid traffic (IVT) in the
web open programmatic ad ecosystem in the United States

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17.3%

of desktop and mobile web traffic in the United States was invalid in Q3 2024, according to Pixalate's data.

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United States IVT Rate on Web Traffic is 21% Higher Than Global Average

Q3 2024; based on global open programmatic invalid traffic ("IVT") trends; as measured by Pixalate

Want more data? Schedule a demo: pixal.at/demo

Ad Fraud Benchmarks
Mobile App

An analysis of invalid traffic (IVT) in the
mobile app open programmatic ad ecosystem in the United States

21.8%

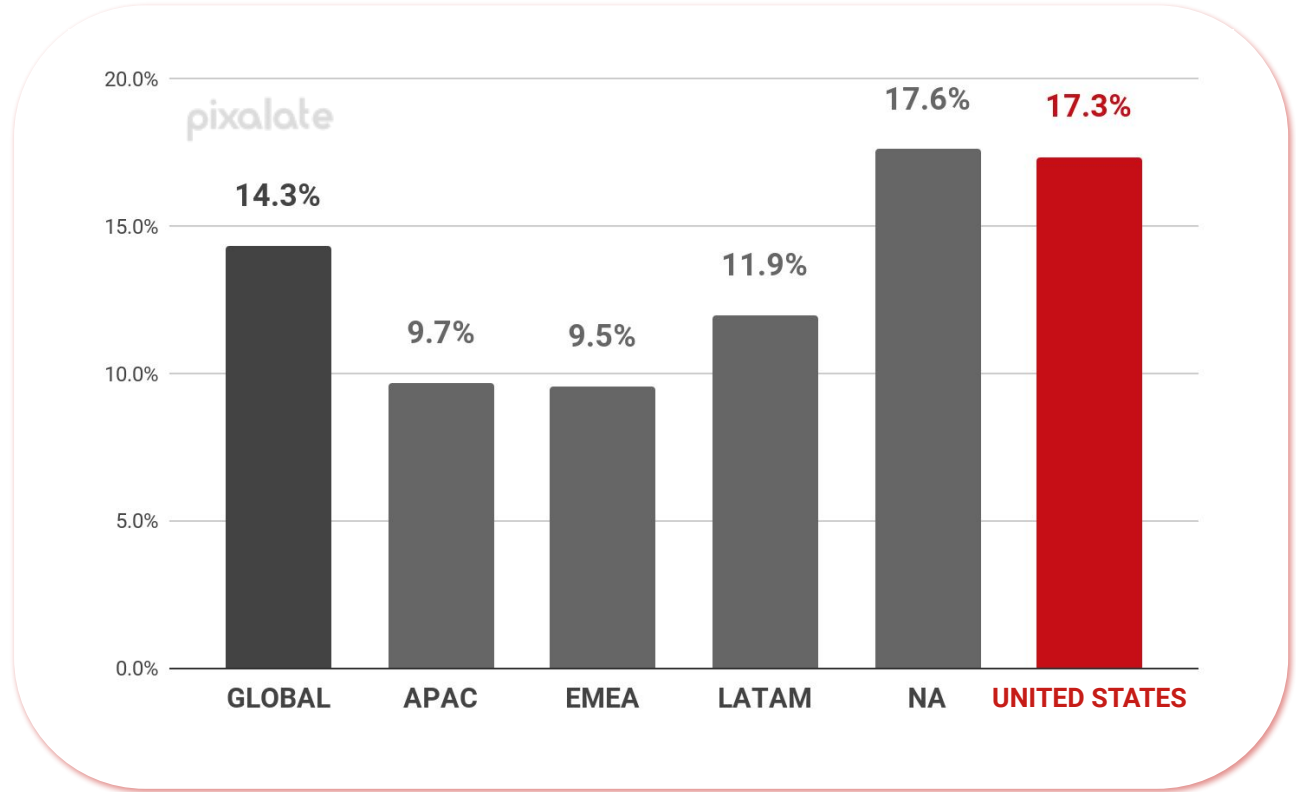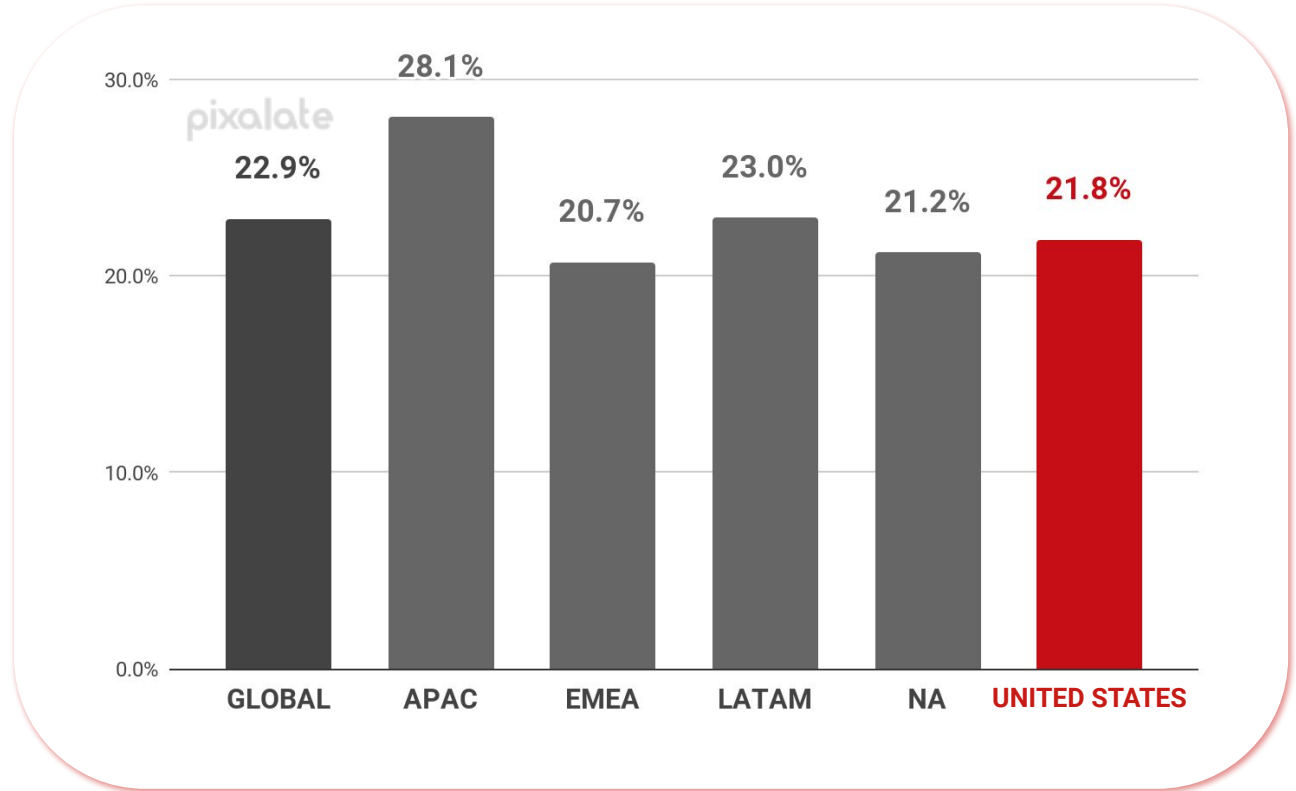of mobile app traffic in the United States was invalid in Q3 2024, according to Pixalate's data.

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United States IVT Rate on Mobile App Traffic is 5% Lower Than Global Average

Q3 2024; based on global open programmatic invalid traffic ("IVT") trends; as measured by Pixalate

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22.9%	28.1%	20.7%	23.0%	21.2%	21.8%
GLOBAL	APAC	EMEA	LATAM	NA	UNITED STATES

Ad Fraud Benchmarks
CTV

An analysis of invalid traffic (IVT) in the
CTV open programmatic ad ecosystem in the United States

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22.4%

of CTV traffic in the United States was invalid in Q3 2024, according to Pixalate's data.

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United States IVT Rate on CTV Traffic is 1% Lower Than Global Average

Q3 2024; based on global open programmatic invalid traffic ("IVT") trends; as measured by Pixalate

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GLOBAL	22.6%
APAC	33.5%
EMEA	19.2%
LATAM	14.5%
NA	22.8%
UNITED STATES	22.4%
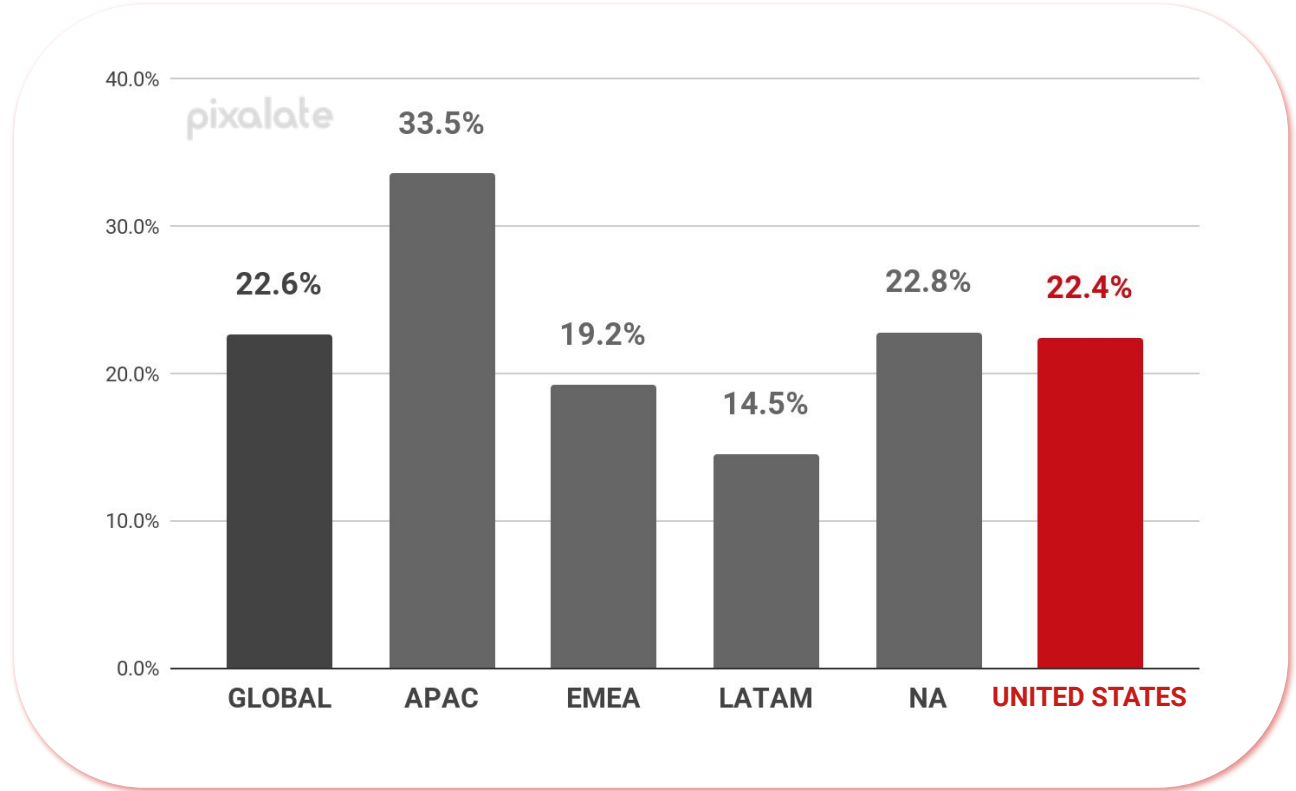
METHODOLOGY & DISCLAIMER

METHODOLOGY

General

Pixalate's data science team analyzed programmatic advertising activity across 100+ billion global open programmatic advertising impressions in Q3 2024 to compile this research. Pixalate's datasets — which are used exclusively to derive these insights — consist predominantly of buy-side open auction programmatic traffic sources. For this report, slides and graphics presenting platform-specific metrics are limited to traffic from those platforms only.

Country of Traffic

Pixalate determines the country of traffic based on IP address and/or geolocation data.

Ads.txt and App-ads.txt

The ads.txt initiative from the IAB Tech Lab was launched with a mission to "Increase transparency in the programmatic advertising ecosystem" by allowing publishers and other traffic rights owners "to publicly declare the companies they authorize to sell their digital inventory" with a primary goal of reducing app misrepresentation, or "spoofing."

A note on Invalid Traffic (IVT)

Per the Media Rating Council (MRC), "'Invalid Traffic' is defined generally as traffic that does not meet certain ad serving quality or completeness criteria, or otherwise does not represent legitimate ad traffic that should be included in measurement counts. Among the reasons why ad traffic may be deemed invalid is it is a result of non-human traffic (spiders, bots, etc.), or activity designed to produce fraudulent traffic." Where the traffic characteristics are suggestive of deliberate intent to mislead, such IVT is often referred to as "ad fraud."

Also per the MRC, "'Fraud' is not intended to represent fraud as defined in various laws, statutes and ordinances or as conventionally used in U.S. Court or other legal proceedings, but rather a custom definition strictly for advertising measurement purposes."

DISCLAIMER

The content of this report reflects Pixalate's opinions with respect to the factors that Pixalate believes can be useful to the digital media industry. Any data shared is grounded in Pixalate's proprietary technology and analytics, which Pixalate is continuously evaluating and updating. Any references to outside sources should not be construed as endorsements. Pixalate's opinions are just that, opinions, which means that they are neither facts nor guarantees.

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ABOUT PIXALATE

Pixalate is a global platform for privacy compliance, ad fraud prevention, and data intelligence in the digital ad supply chain. Founded in 2012, Pixalate's platform is trusted by regulators, data researchers, advertisers, publishers, ad tech platforms, and financial analysts across the Connected TV (CTV), mobile app, and website ecosystems. Pixalate is MRC-accredited for the detection and filtration of Sophisticated Invalid Traffic (SIVT).

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