

## Bizdaily 'Online advertising fraud' 31 May 2022

to rip sm off	malware
to the tune of ..	dirty tricks
a money making industry	to stamp out the practices
to get into the weeds	BOT detection system
click fraud	a marketer
programmatic targeted advertising	conspiracy within the boardroom
pop-up ads	to pause the spin
to click on the ad	total BS
an unlikely place	to line your pocket
first-time visitors	to eke out
far from unique	counter-BOT technologies
to get a slice of the pie	to roll out code changes
ad exchanges	be on it
a winning bid	to get around detection
an intermediary	an unfair fight
a loophole	in a symbiotic relation with sm
fraudsters	to implicate sm
to look the other way	to run instant ad auctions
to impersonate human clicks	to put it to sm
to generate revenue	fraud-free environment
hard to spot	to flag sth
to keep sm at bay	to apply rigorous inventory review
to prey on sm	inter-party fraud detection
a fully-grown industry	to filter out invalid traffic
an online security firm	nefarious activities
to weed out sth	to the best of our ability
to exploit the system	to combat bad actors
to generate fake ad impressions	constantly evolving
app fraud	in a cat-and-mouse game
to purport sth	to undermine trust / credibility
spoofing	to drive performance
a legitimate website	to grow at a record pace

accountable

a fix for sth

to run search ads

the pendulum starts to swing the other way

fofo – fear of finding out

to move away from

to pose a question

sustainable long term