DO YOU KNOW HOW MUCH AD SPEND YOU'RE WASTING?

Our recent test shows more than you think.

When it comes to ad spend, all waste is bad waste. What many brands don't understand is there are multiple ways to waste it, and some hurt more than others.

We ran a test to see how much money one brand was losing to ad waste over 90 days. Both the amount they lost and the number of ways they lost it were staggering.

AD FRAUD

Bots are a big issue in our industry, but you can terminate them if you know how to recognize them.

In the test, **28,000 IDs received 1,900+ impressions** each from the brand, a sign that the ads were going to bots.

Estimated dollars wasted: $270K

Sure, that stings quite a bit, but it gets worse.

SINGLE IMPRESSION DELIVERY

It pays to be selective and deliberate when delivering ads, but underdelivering is almost as bad as flooding someone's feed.

The test showed that **230,000 people only received one impression** from the brand. Think about how many ads you see daily. **A single impression is likely a forgettable moment.**

Estimated dollars wasted: $680K

Ouch. That's nothing to sneeze at.

OVER-PROMOTION

Oversaturation is the cardinal sin of online advertising, but lots of brands still commit it. Even worse than creating ad waste, this poor practice can harm your brand's image.
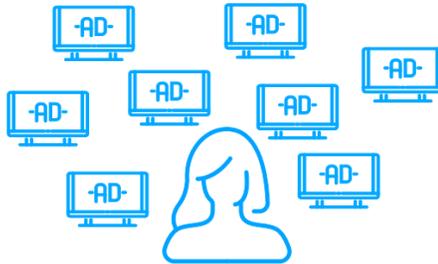
More than 370,000 people in the test saw 500+ ad impressions each from the brand across different vendors and campaigns.

Not only did the brand lose money, but it also had the potential to turn off previously loyal customers.

Estimated dollars wasted: $1M

Extended over one year, based on the client's typical ad spend: $100M

Oof. What's worse than a punch to the gut?
One hundred million punches to the gut.

Can't handle the pain? Here's how to make it go away:

Get a unified view of your customers. Reach them more effectively and efficiently by knowing them across all their channels and devices, not just cookies.

Identify bots and fraud. Eliminate fraud before it begins. Better identity helps you bypass bots and reach real people with your impressions.

Manage ad frequency. Cap the frequency of ads you send to those people to a more practical level.

Find out how ad waste has changed marketing measurement.

CONVERSANT

Every interaction counts.™