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## NEW DISGRACE FOR FACEBOOK

If you had to bet on which media outlet would be the most irresponsible during the coronavirus outbreak and you bet on anyone but Facebook you'd be a fool. As always, Facebook doesn't disappoint.



This week [Consumer Reports](#) published an article that demonstrated exactly what depths Facebook would sink to to earn advertising dollars. A writer for Consumer Reports, posing as an organization called the *Self Preservation Society*, produced a series of seven outrageous ads about coronavirus. *Facebook accepted them all*. Here are three of them...



Source: Consumer Reports



If you want to puke listen to this garbage from a Facebook PR hack...*"we're always working to improve our enforcement systems to prevent harmful misinformation related to this emergency from spreading on our services."* UUUB: Utter Unadulterated Undiluted Bullshit.

When you are a medium that the public relies on for information, your most basic obligation is to undertake a minimal effort at editorial responsibility. If these creeps had any conscience or sense of responsibility they'd take a fraction of the piles of money they've accumulated and hire enough REAL PEOPLE to monitor what they publish instead of hiding behind their bullshit algorithms.

The director of the *Center for an Informed Public* at the University of Washington had this to say, *"Facebook and other social media companies should be hiring at unprecedented levels. It doesn't take rocket science to moderate the bulk of misinformation found on Facebook...It just takes a human willing to read through it."*

Facebook is a disgrace and a scourge.

The good news is that Consumer Reports, which had no intention of actually running the ads, pulled them before the weasels at Facebook ran them.

### What Language Is This?

This week, the 4As published a paper entitled: *"Cross-Industry Collaboration to Redefine Brand Suitability in Trusted News Environments."*



These people are supposed to be *leaders in the communication industry* and they can't even compose a f\*\*\*ing comprehensible sentence. You gotta laugh to keep from crying.

### And Speaking of Incomprehensible Horseshit...

Twitter sent out the following notification to its users this week informing them of new "privacy" policies...



*"Twitter shares certain non-public personal information with certain digital advertising platforms to help measure and optimize the effectiveness of our efforts to market Twitter on those platforms."*

In case you want to know what that bullshit means, here's the translation: From now we're sending any and all information we have about you to Facebook and Google so they can track you down better. Isn't that lovely?

## 25 Types Of Ad Fraud

I am often asked to describe the different types of ad fraud. Being a dumbass copywriter, not a software engineer, computer scientist, or researcher, I fumble around and do the best I can.

Dr. Augustine Fou is an expert on ad fraud and he has compiled a little cheat sheet of 25 different types of ad fraud and how they operate. Here is that list with a brief description.

Fraud Type	Purpose	Fraud Technique	Description
CPM (Impression) Fraud	More impressions	Bots / NMT / SVT / Sourced Traffic	Using fake or sourced traffic to generate more ad impressions
CPM (Impression) Fraud	More impressions	Datacenter Traffic	Headless browsers, mobile emulators used to load webpages, apps or ads
CPM (Impression) Fraud	More impressions	Redirect Traffic	Pages that redirect to other pages in infinite loops
CPM (Impression) Fraud	More impressions	Apps Loading Webpages	Loading webpages with hidden webview browser
CPM (Impression) Fraud	More impressions	Ghost Sites / Cash Out Sites	Fake sites for running ads (e.g. 0852b100b993a5e.com)
CPM (Impression) Fraud	More impressions	Fake Apps	Fake apps running ads (e.g. alarm clock, flashlight)
CPM (Impression) Fraud	More impressions	Stacked Ads	Ads stacked above each other
CPM (Impression) Fraud	More impressions	Invisible Ads / Pixel Stuffing	Load ads in 0x0, 1x1, or 0 opacity
CPM (Impression) Fraud	More impressions	Auto-refresh	Repeatedly refresh pages or ad slots
CPM (Impression) Fraud	More impressions	Pop Unders, Pop Ups	Load ads or webpages in hidden pop-under windows
CPM (Impression) Fraud	More impressions	Incentivized Browsing, Views	Give points or rewards to humans to view ads or pages
CPM (Impression) Fraud	More impressions	Infected Hijacked Device / Malware	Malware on devices load ads, steal info
CPM (Impression) Fraud	More impressions	Ad Injection	(no longer common) Toolbars and browser plugins can inject/overlay ads on sites
CPM (Impression) Fraud	Higher CPM	Domain Spoofing	Selling fake inventory as if it were from legit domain
CPM (Impression) Fraud	Higher CPM	Retargeting Fraud	Using bots to visit sites, collect cookies to appear to be valuable audiences
CPM (Impression) Fraud	Higher CPM	AdBrite	Buy cheap ad slots, sell for higher CPM
CPM (Impression) Fraud	Higher CPM	Residential Proxy	Disguise data center traffic as coming from residential IP
CPM (Impression) Fraud	Higher CPM	Fake Viewability	Trick measurement systems to report as viewable (sell rotten apples as fresh ones)
CPC (Search) Fraud	More clicks	Click Farms	Human click farms, or fully automated click farms
CPC (Search) Fraud	More clicks	Clickjacking	Capture user interaction for fraud (e.g. user clicks play on video)
CPC (Search) Fraud	Take credit	Click Injection	Used to trick attribution systems to take credit or manipulate engagement metrics
CPC (Search) Fraud	Take credit	SDK Spoofing	Fake signals to trick attribution and fraud detection
CPL (Lead) Fraud	More leads	Fake Lead	Bots fill out forms with real or fake data to get paid per lead
CPL (Affiliate) Fraud	Take credit	Attribution Fraud	Trick attribution systems to give credit for sale
CPL (Affiliate) Fraud	Take credit	Cookie Stuffing	Stuff cookie to appear to have driven the sale

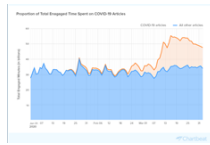
## No Shortage of COVID-Related Nonsense

The great Mark Ritson had a [nice column](#) about coronavirus-related baloney this week. [I wrote one](#), too.



My personal favorite this week was this masterpiece piece of vital reportage from the always reliable Association of National Advertisers... "[How CMOs Are Weathering The Coronavirus Pandemic](#)." Stop the presses!

Meanwhile, coronavirus news fatigue is apparently setting in among the public. According to [Chartbeat](#), in the past few weeks the amount of time spent on coronavirus articles (orange line) has been dropping compared to other types of news.

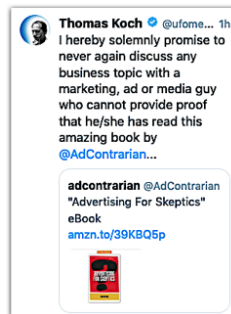


### Tweet of the Week

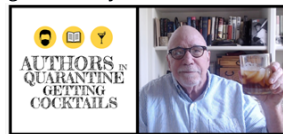
What's a newsletter without a healthy dose of obnoxious self-promotion? So here's a tweet from a few weeks ago that I haven't had room for until today.

In other self-promotion news...you can give a listen to a conversation I had this week with the great Brian Jacobs on the ASI podcast [here](#).

And you can also hear me run my mouth on Douglas Burdett's *"Authors in Quarantine Getting Cocktails"* [here](#).



To those nice people who responded to my proposed "virtual book tour" last week, please be patient. I promise to get back to you this week.



\* \* \*

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