

Global Ad Fraud Detection Tools Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview:

Ad Fraud Detection Tools protect Your Campaigns & Revenue From Brand Damaging Invalid Activity? Protect Your Revenue, Your Users, Your Brand, and Your Relationships?

The Global Ad Fraud Detection Tools Market Size was estimated at USD 716.51 million in 2023 and is projected to reach USD 1248.72 million by 2029, exhibiting a CAGR of 9.70% during the forecast period.

This report provides a deep insight into the global Ad Fraud Detection Tools market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Ad Fraud Detection Tools Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers,

consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Ad Fraud Detection Tools market in any manner.

Global Ad Fraud Detection Tools Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

TrafficGuard

FraudScore

Interceptd

Adjust

Performcb

AppsFlyer

Scalarr

Machine Advertising

Branch Metrics

Singular

Kochava

mFilterIt

Market Segmentation (by Type)

Click injection and CTIT Anomaly Detection

SDK (Software Development Kit) Spoofing Detection

Device Farms Detection

Incent Abuse Detection

Others

Market Segmentation (by Application)

Mobile Phone

Website User

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Ad Fraud Detection Tools Market

Overview of the regional outlook of the Ad Fraud Detection Tools Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Note: this report may need to undergo a final check or review and this could take about 48 hours.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Ad Fraud Detection Tools Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the Market's Competitive Landscape of the

market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of Ad Fraud Detection Tools
- 1.2 Key Market Segments
 - 1.2.1 Ad Fraud Detection Tools Segment by Type
 - 1.2.2 Ad Fraud Detection Tools Segment by Application
- 1.3 Methodology & Sources of Information
 - 1.3.1 Research Methodology
 - 1.3.2 Research Process
 - 1.3.3 Market Breakdown and Data Triangulation
 - 1.3.4 Base Year
 - 1.3.5 Report Assumptions & Caveats

2 AD FRAUD DETECTION TOOLS MARKET OVERVIEW

- 2.1 Global Market Overview
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 AD FRAUD DETECTION TOOLS MARKET COMPETITIVE LANDSCAPE

- 3.1 Global Ad Fraud Detection Tools Revenue Market Share by Company (2019-2024)
- 3.2 Ad Fraud Detection Tools Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.3 Company Ad Fraud Detection Tools Market Size Sites, Area Served, Product Type
- 3.4 Ad Fraud Detection Tools Market Competitive Situation and Trends
 - 3.4.1 Ad Fraud Detection Tools Market Concentration Rate
 - 3.4.2 Global 5 and 10 Largest Ad Fraud Detection Tools Players Market Share by Revenue
 - 3.4.3 Mergers & Acquisitions, Expansion

4 AD FRAUD DETECTION TOOLS VALUE CHAIN ANALYSIS

- 4.1 Ad Fraud Detection Tools Value Chain Analysis
- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF AD FRAUD DETECTION TOOLS MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
 - 5.5.1 Mergers & Acquisitions
 - 5.5.2 Expansions
 - 5.5.3 Collaboration/Supply Contracts
- 5.6 Industry Policies

6 AD FRAUD DETECTION TOOLS MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Ad Fraud Detection Tools Market Size Market Share by Type (2019-2024)
- 6.3 Global Ad Fraud Detection Tools Market Size Growth Rate by Type (2019-2024)

7 AD FRAUD DETECTION TOOLS MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Ad Fraud Detection Tools Market Size (M USD) by Application (2019-2024)
- 7.3 Global Ad Fraud Detection Tools Market Size Growth Rate by Application (2019-2024)

8 AD FRAUD DETECTION TOOLS MARKET SEGMENTATION BY REGION

- 8.1 Global Ad Fraud Detection Tools Market Size by Region
 - 8.1.1 Global Ad Fraud Detection Tools Market Size by Region
 - 8.1.2 Global Ad Fraud Detection Tools Market Size Market Share by Region
- 8.2 North America
 - 8.2.1 North America Ad Fraud Detection Tools Market Size by Country
 - 8.2.2 U.S.
 - 8.2.3 Canada
 - 8.2.4 Mexico
- 8.3 Europe
 - 8.3.1 Europe Ad Fraud Detection Tools Market Size by Country
 - 8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Russia

8.4 Asia Pacific

8.4.1 Asia Pacific Ad Fraud Detection Tools Market Size by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Ad Fraud Detection Tools Market Size by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Ad Fraud Detection Tools Market Size by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

9 KEY COMPANIES PROFILE

9.1 TrafficGuard

9.1.1 TrafficGuard Ad Fraud Detection Tools Basic Information

9.1.2 TrafficGuard Ad Fraud Detection Tools Product Overview

9.1.3 TrafficGuard Ad Fraud Detection Tools Product Market Performance

9.1.4 TrafficGuard Ad Fraud Detection Tools SWOT Analysis

9.1.5 TrafficGuard Business Overview

9.1.6 TrafficGuard Recent Developments

9.2 FraudScore

9.2.1 FraudScore Ad Fraud Detection Tools Basic Information

9.2.2 FraudScore Ad Fraud Detection Tools Product Overview

9.2.3 FraudScore Ad Fraud Detection Tools Product Market Performance

9.2.4 TrafficGuard Ad Fraud Detection Tools SWOT Analysis

9.2.5 FraudScore Business Overview

9.2.6 FraudScore Recent Developments

9.3 Interceptd

9.3.1 Interceptd Ad Fraud Detection Tools Basic Information

9.3.2 Interceptd Ad Fraud Detection Tools Product Overview

9.3.3 Interceptd Ad Fraud Detection Tools Product Market Performance

9.3.4 TrafficGuard Ad Fraud Detection Tools SWOT Analysis

9.3.5 Interceptd Business Overview

9.3.6 Interceptd Recent Developments

9.4 Adjust

9.4.1 Adjust Ad Fraud Detection Tools Basic Information

9.4.2 Adjust Ad Fraud Detection Tools Product Overview

9.4.3 Adjust Ad Fraud Detection Tools Product Market Performance

9.4.4 Adjust Business Overview

9.4.5 Adjust Recent Developments

9.5 Performcb

9.5.1 Performcb Ad Fraud Detection Tools Basic Information

9.5.2 Performcb Ad Fraud Detection Tools Product Overview

9.5.3 Performcb Ad Fraud Detection Tools Product Market Performance

9.5.4 Performcb Business Overview

9.5.5 Performcb Recent Developments

9.6 AppsFlyer

9.6.1 AppsFlyer Ad Fraud Detection Tools Basic Information

9.6.2 AppsFlyer Ad Fraud Detection Tools Product Overview

9.6.3 AppsFlyer Ad Fraud Detection Tools Product Market Performance

9.6.4 AppsFlyer Business Overview

9.6.5 AppsFlyer Recent Developments

9.7 Scalarr

9.7.1 Scalarr Ad Fraud Detection Tools Basic Information

9.7.2 Scalarr Ad Fraud Detection Tools Product Overview

9.7.3 Scalarr Ad Fraud Detection Tools Product Market Performance

9.7.4 Scalarr Business Overview

9.7.5 Scalarr Recent Developments

9.8 Machine Advertising

9.8.1 Machine Advertising Ad Fraud Detection Tools Basic Information

9.8.2 Machine Advertising Ad Fraud Detection Tools Product Overview

9.8.3 Machine Advertising Ad Fraud Detection Tools Product Market Performance

9.8.4 Machine Advertising Business Overview

9.8.5 Machine Advertising Recent Developments

9.9 Branch Metrics

- 9.9.1 Branch Metrics Ad Fraud Detection Tools Basic Information
- 9.9.2 Branch Metrics Ad Fraud Detection Tools Product Overview
- 9.9.3 Branch Metrics Ad Fraud Detection Tools Product Market Performance
- 9.9.4 Branch Metrics Business Overview
- 9.9.5 Branch Metrics Recent Developments
- 9.10 Singular
 - 9.10.1 Singular Ad Fraud Detection Tools Basic Information
 - 9.10.2 Singular Ad Fraud Detection Tools Product Overview
 - 9.10.3 Singular Ad Fraud Detection Tools Product Market Performance
 - 9.10.4 Singular Business Overview
 - 9.10.5 Singular Recent Developments
- 9.11 Kochava
 - 9.11.1 Kochava Ad Fraud Detection Tools Basic Information
 - 9.11.2 Kochava Ad Fraud Detection Tools Product Overview
 - 9.11.3 Kochava Ad Fraud Detection Tools Product Market Performance
 - 9.11.4 Kochava Business Overview
 - 9.11.5 Kochava Recent Developments
- 9.12 mFilterIt
 - 9.12.1 mFilterIt Ad Fraud Detection Tools Basic Information
 - 9.12.2 mFilterIt Ad Fraud Detection Tools Product Overview
 - 9.12.3 mFilterIt Ad Fraud Detection Tools Product Market Performance
 - 9.12.4 mFilterIt Business Overview
 - 9.12.5 mFilterIt Recent Developments

10 AD FRAUD DETECTION TOOLS REGIONAL MARKET FORECAST

- 10.1 Global Ad Fraud Detection Tools Market Size Forecast
- 10.2 Global Ad Fraud Detection Tools Market Forecast by Region
 - 10.2.1 North America Market Size Forecast by Country
 - 10.2.2 Europe Ad Fraud Detection Tools Market Size Forecast by Country
 - 10.2.3 Asia Pacific Ad Fraud Detection Tools Market Size Forecast by Region
 - 10.2.4 South America Ad Fraud Detection Tools Market Size Forecast by Country
 - 10.2.5 Middle East and Africa Forecasted Consumption of Ad Fraud Detection Tools by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2030)

- 11.1 Global Ad Fraud Detection Tools Market Forecast by Type (2025-2030)
- 11.2 Global Ad Fraud Detection Tools Market Forecast by Application (2025-2030)

12 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Market Size (M USD) Segment Executive Summary

Table 4. Ad Fraud Detection Tools Market Size Comparison by Region (M USD)

Table 5. Global Ad Fraud Detection Tools Revenue (M USD) by Company (2019-2024)

Table 6. Global Ad Fraud Detection Tools Revenue Share by Company (2019-2024)

Table 7. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Ad Fraud Detection Tools as of 2022)

Table 8. Company Ad Fraud Detection Tools Market Size Sites and Area Served

Table 9. Company Ad Fraud Detection Tools Product Type

Table 10. Global Ad Fraud Detection Tools Company Market Concentration Ratio (CR5 and HHI)

Table 11. Mergers & Acquisitions, Expansion Plans

Table 12. Value Chain Map of Ad Fraud Detection Tools

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. Ad Fraud Detection Tools Market Challenges

Table 18. Global Ad Fraud Detection Tools Market Size by Type (M USD)

Table 19. Global Ad Fraud Detection Tools Market Size (M USD) by Type (2019-2024)

Table 20. Global Ad Fraud Detection Tools Market Size Share by Type (2019-2024)

Table 21. Global Ad Fraud Detection Tools Market Size Growth Rate by Type (2019-2024)

Table 22. Global Ad Fraud Detection Tools Market Size by Application

Table 23. Global Ad Fraud Detection Tools Market Size by Application (2019-2024) & (M USD)

Table 24. Global Ad Fraud Detection Tools Market Share by Application (2019-2024)

Table 25. Global Ad Fraud Detection Tools Market Size Growth Rate by Application (2019-2024)

Table 26. Global Ad Fraud Detection Tools Market Size by Region (2019-2024) & (M USD)

Table 27. Global Ad Fraud Detection Tools Market Size Market Share by Region (2019-2024)

Table 28. North America Ad Fraud Detection Tools Market Size by Country (2019-2024)

& (M USD)

Table 29. Europe Ad Fraud Detection Tools Market Size by Country (2019-2024) & (M USD)

Table 30. Asia Pacific Ad Fraud Detection Tools Market Size by Region (2019-2024) & (M USD)

Table 31. South America Ad Fraud Detection Tools Market Size by Country (2019-2024) & (M USD)

Table 32. Middle East and Africa Ad Fraud Detection Tools Market Size by Region (2019-2024) & (M USD)

Table 33. TrafficGuard Ad Fraud Detection Tools Basic Information

Table 34. TrafficGuard Ad Fraud Detection Tools Product Overview

Table 35. TrafficGuard Ad Fraud Detection Tools Revenue (M USD) and Gross Margin (2019-2024)

Table 36. TrafficGuard Ad Fraud Detection Tools SWOT Analysis

Table 37. TrafficGuard Business Overview

Table 38. TrafficGuard Recent Developments

Table 39. FraudScore Ad Fraud Detection Tools Basic Information

Table 40. FraudScore Ad Fraud Detection Tools Product Overview

Table 41. FraudScore Ad Fraud Detection Tools Revenue (M USD) and Gross Margin (2019-2024)

Table 42. TrafficGuard Ad Fraud Detection Tools SWOT Analysis

Table 43. FraudScore Business Overview

Table 44. FraudScore Recent Developments

Table 45. Interceptd Ad Fraud Detection Tools Basic Information

Table 46. Interceptd Ad Fraud Detection Tools Product Overview

Table 47. Interceptd Ad Fraud Detection Tools Revenue (M USD) and Gross Margin (2019-2024)

Table 48. TrafficGuard Ad Fraud Detection Tools SWOT Analysis

Table 49. Interceptd Business Overview

Table 50. Interceptd Recent Developments

Table 51. Adjust Ad Fraud Detection Tools Basic Information

Table 52. Adjust Ad Fraud Detection Tools Product Overview

Table 53. Adjust Ad Fraud Detection Tools Revenue (M USD) and Gross Margin (2019-2024)

Table 54. Adjust Business Overview

Table 55. Adjust Recent Developments

Table 56. Performcb Ad Fraud Detection Tools Basic Information

Table 57. Performcb Ad Fraud Detection Tools Product Overview

Table 58. Performcb Ad Fraud Detection Tools Revenue (M USD) and Gross Margin

(2019-2024)

Table 59. Performcb Business Overview

Table 60. Performcb Recent Developments

Table 61. AppsFlyer Ad Fraud Detection Tools Basic Information

Table 62. AppsFlyer Ad Fraud Detection Tools Product Overview

Table 63. AppsFlyer Ad Fraud Detection Tools Revenue (M USD) and Gross Margin
(2019-2024)

Table 64. AppsFlyer Business Overview

Table 65. AppsFlyer Recent Developments

Table 66. Scalarr Ad Fraud Detection Tools Basic Information

Table 67. Scalarr Ad Fraud Detection Tools Product Overview

Table 68. Scalarr Ad Fraud Detection Tools Revenue (M USD) and Gross Margin
(2019-2024)

Table 69. Scalarr Business Overview

Table 70. Scalarr Recent Developments

Table 71. Machine Advertising Ad Fraud Detection Tools Basic Information

Table 72. Machine Advertising Ad Fraud Detection Tools Product Overview

Table 73. Machine Advertising Ad Fraud Detection Tools Revenue (M USD) and Gross
Margin (2019-2024)

Table 74. Machine Advertising Business Overview

Table 75. Machine Advertising Recent Developments

Table 76. Branch Metrics Ad Fraud Detection Tools Basic Information

Table 77. Branch Metrics Ad Fraud Detection Tools Product Overview

Table 78. Branch Metrics Ad Fraud Detection Tools Revenue (M USD) and Gross
Margin (2019-2024)

Table 79. Branch Metrics Business Overview

Table 80. Branch Metrics Recent Developments

Table 81. Singular Ad Fraud Detection Tools Basic Information

Table 82. Singular Ad Fraud Detection Tools Product Overview

Table 83. Singular Ad Fraud Detection Tools Revenue (M USD) and Gross Margin
(2019-2024)

Table 84. Singular Business Overview

Table 85. Singular Recent Developments

Table 86. Kochava Ad Fraud Detection Tools Basic Information

Table 87. Kochava Ad Fraud Detection Tools Product Overview

Table 88. Kochava Ad Fraud Detection Tools Revenue (M USD) and Gross Margin
(2019-2024)

Table 89. Kochava Business Overview

Table 90. Kochava Recent Developments

Table 91. mFilterIt Ad Fraud Detection Tools Basic Information

Table 92. mFilterIt Ad Fraud Detection Tools Product Overview

Table 93. mFilterIt Ad Fraud Detection Tools Revenue (M USD) and Gross Margin (2019-2024)

Table 94. mFilterIt Business Overview

Table 95. mFilterIt Recent Developments

Table 96. Global Ad Fraud Detection Tools Market Size Forecast by Region (2025-2030) & (M USD)

Table 97. North America Ad Fraud Detection Tools Market Size Forecast by Country (2025-2030) & (M USD)

Table 98. Europe Ad Fraud Detection Tools Market Size Forecast by Country (2025-2030) & (M USD)

Table 99. Asia Pacific Ad Fraud Detection Tools Market Size Forecast by Region (2025-2030) & (M USD)

Table 100. South America Ad Fraud Detection Tools Market Size Forecast by Country (2025-2030) & (M USD)

Table 101. Middle East and Africa Ad Fraud Detection Tools Market Size Forecast by Country (2025-2030) & (M USD)

Table 102. Global Ad Fraud Detection Tools Market Size Forecast by Type (2025-2030) & (M USD)

Table 103. Global Ad Fraud Detection Tools Market Size Forecast by Application (2025-2030) & (M USD)

List Of Figures

LIST OF FIGURES

Figure 1. Industrial Chain of Ad Fraud Detection Tools

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Ad Fraud Detection Tools Market Size (M USD), 2019-2030

Figure 5. Global Ad Fraud Detection Tools Market Size (M USD) (2019-2030)

Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 8. Evaluation Matrix of Regional Market Development Potential

Figure 9. Ad Fraud Detection Tools Market Size by Country (M USD)

Figure 10. Global Ad Fraud Detection Tools Revenue Share by Company in 2023

Figure 11. Ad Fraud Detection Tools Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023

Figure 12. The Global 5 and 10 Largest Players: Market Share by Ad Fraud Detection Tools Revenue in 2023

Figure 13. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 14. Global Ad Fraud Detection Tools Market Share by Type

Figure 15. Market Size Share of Ad Fraud Detection Tools by Type (2019-2024)

Figure 16. Market Size Market Share of Ad Fraud Detection Tools by Type in 2022

Figure 17. Global Ad Fraud Detection Tools Market Size Growth Rate by Type (2019-2024)

Figure 18. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 19. Global Ad Fraud Detection Tools Market Share by Application

Figure 20. Global Ad Fraud Detection Tools Market Share by Application (2019-2024)

Figure 21. Global Ad Fraud Detection Tools Market Share by Application in 2022

Figure 22. Global Ad Fraud Detection Tools Market Size Growth Rate by Application (2019-2024)

Figure 23. Global Ad Fraud Detection Tools Market Size Market Share by Region (2019-2024)

Figure 24. North America Ad Fraud Detection Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 25. North America Ad Fraud Detection Tools Market Size Market Share by Country in 2023

Figure 26. U.S. Ad Fraud Detection Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 27. Canada Ad Fraud Detection Tools Market Size (M USD) and Growth Rate

(2019-2024)

Figure 28. Mexico Ad Fraud Detection Tools Market Size (Units) and Growth Rate (2019-2024)

Figure 29. Europe Ad Fraud Detection Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 30. Europe Ad Fraud Detection Tools Market Size Market Share by Country in 2023

Figure 31. Germany Ad Fraud Detection Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 32. France Ad Fraud Detection Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 33. U.K. Ad Fraud Detection Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 34. Italy Ad Fraud Detection Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 35. Russia Ad Fraud Detection Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 36. Asia Pacific Ad Fraud Detection Tools Market Size and Growth Rate (M USD)

Figure 37. Asia Pacific Ad Fraud Detection Tools Market Size Market Share by Region in 2023

Figure 38. China Ad Fraud Detection Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 39. Japan Ad Fraud Detection Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 40. South Korea Ad Fraud Detection Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 41. India Ad Fraud Detection Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 42. Southeast Asia Ad Fraud Detection Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 43. South America Ad Fraud Detection Tools Market Size and Growth Rate (M USD)

Figure 44. South America Ad Fraud Detection Tools Market Size Market Share by Country in 2023

Figure 45. Brazil Ad Fraud Detection Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 46. Argentina Ad Fraud Detection Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 47. Columbia Ad Fraud Detection Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 48. Middle East and Africa Ad Fraud Detection Tools Market Size and Growth Rate (M USD)

Figure 49. Middle East and Africa Ad Fraud Detection Tools Market Size Market Share by Region in 2023

Figure 50. Saudi Arabia Ad Fraud Detection Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 51. UAE Ad Fraud Detection Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 52. Egypt Ad Fraud Detection Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 53. Nigeria Ad Fraud Detection Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 54. South Africa Ad Fraud Detection Tools Market Size and Growth Rate (2019-2024) & (M USD)

Figure 55. Global Ad Fraud Detection Tools Market Size Forecast by Value (2019-2030) & (M USD)

Figure 56. Global Ad Fraud Detection Tools Market Share Forecast by Type (2025-2030)

Figure 57. Global Ad Fraud Detection Tools Market Share Forecast by Application (2025-2030)

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