

Global Ad Fraud Detection Tools Market 2022-2028

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Abstracts

Ad fraud detection tool detects and/or protects against fraudulent clicks related to pay-per-click (PPC) advertising. These tools are used by advertisers to detect manual or automated efforts to inflate click numbers on their ads. The global ad fraud detection tools market is anticipated to increase by USD 340 million till 2028 at an average annual growth of 16.3 percent as per the latest report by Gen Consulting Company.

The report provides in-depth analysis and insights regarding the current global market scenario, latest trends and drivers into global ad fraud detection tools market. It offers an exclusive insight into various details such as market size, key trends, competitive landscape, growth rate and market segments. This study also provides an analysis of the impact of the COVID-19 crisis on the ad fraud detection tools industry.

This industry report offers market estimates and forecasts of the global market, followed by a detailed analysis of the type, end user, and region. The global market for ad fraud detection tools can be segmented by type: mobile, website. According to the research, the mobile segment had the largest share in the global ad fraud detection tools market. Ad fraud detection tools market is further segmented by end user: e-commerce, finance, gaming, travel, others. Based on region, the ad fraud detection tools market is segmented into: Asia-Pacific, Europe, North America, Middle East and Africa (MEA), South America.

By type:

mobile

website

By end user:

e-commerce

finance

gaming

travel

others

By region:

Asia-Pacific

Europe

North America

Middle East and Africa (MEA)

South America

The report also provides analysis of the key companies of the industry and their detailed company profiles including adjust GmbH, AppsFlyer Ltd., Branch Metrics, Inc., CHEQ AI Technologies Ltd., FraudScore (RT FRAUDSCORE ANALYTICS LTD.), Integral Ad Science, Inc., Interceptd (App Samurai Inc.), Perform[cb], LLC, Samoukale Enterprises Limited dba ADEX, Scalarr Inc., SHIELD AI Technologies Pte Ltd., Singular Labs, Inc, Six Dee Netad Solutions Pvt Ltd, TrafficGuard Pty Ltd, among others.

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Historical & Forecast Period

This research report provides analysis for each segment from 2018 to 2028 considering 2021 to be the base year.

Scope of the Report

To analyze and forecast the market size of the global ad fraud detection tools market.

To classify and forecast the global ad fraud detection tools market based on type, end user, region.

To identify drivers and challenges for the global ad fraud detection tools market.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global ad fraud detection tools market.

To identify and analyze the profile of leading players operating in the global ad fraud detection tools market.

Why Choose This Report

Gain a reliable outlook of the global ad fraud detection tools market forecasts from 2022 to 2028 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

Print authentication provided for the single-user license.

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South America

PART 8. KEY COMPANIES

adjust GmbH
AppsFlyer Ltd.
Branch Metrics, Inc.
CHEQ AI Technologies Ltd.
FraudScore (RT FRAUDSCORE ANALYTICS LTD.)
Integral Ad Science, Inc.
Interceptd (App Samurai Inc.)
Perform[cb], LLC
Samoukale Enterprises Limited dba ADEX
Scalarr Inc.
SHIELD AI Technologies Pte Ltd.
Singular Labs, Inc
Six Dee Netad Solutions Pvt Ltd
TrafficGuard Pty Ltd

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