

1. Record Nr.	UNINA9910254817503321
Autore	Zhu Xingquan
Titolo	Fraud Prevention in Online Digital Advertising // by Xingquan Zhu, Haicheng Tao, Zhiang Wu, Jie Cao, Kristopher Kalish, Jeremy Kayne
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2017
ISBN	3-319-56793-4
Edizione	[1st ed. 2017.]
Descrizione fisica	1 online resource (XIV, 54 p. 87 illus., 15 illus. in color.)
Collana	SpringerBriefs in Computer Science, , 2191-5768
Disciplina	005.8
Soggetti	Computer security Application software Computer communication systems Systems and Data Security Information Systems Applications (incl. Internet) Computer Communication Networks
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Sommario/riassunto	The authors systematically review methods of online digital advertising (ad) fraud and the techniques to prevent and defeat such fraud in this brief. The authors categorize ad fraud into three major categories, including (1) placement fraud, (2) traffic fraud, and (3) action fraud. It summarizes major features of each type of fraud, and also outlines measures and resources to detect each type of fraud. This brief provides a comprehensive guideline to help researchers understand the state-of-the-art in ad fraud detection. It also serves as a technical reference for industry to design new techniques and solutions to win the battle against fraud.