




# **Fake-Ad Operation Used to Steal From Publishers and Rig Elections Is Uncovered**

Adform says 'Hyphbot' scheme created fake websites, nonhuman traffic to scam advertisers of more than \$500,000 a day

## Google, Facebook and Twitter knew about the fake ad operations and made profits off of them!

 The fraudsters behind the Hyphbot scheme created more than 34,000 different domain names and more than a million different URLs in an attempt to fool advertisers.

The fraudsters behind the Hyphbot scheme created more than 34,000 different domain names and more than a million different URLs in an attempt to fool advertisers. PHOTO: MONTY RAKUSEN/GETTY IMAGES

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 **2 COMMENTS**

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An ad-tech firm says it has discovered a large and sophisticated advertising-fraud operation in which fake websites and infected computers were used to scam advertisers and publishers out of upward of hundreds of thousands of dollars a day.

Denmark-based Adform, identifier of the scheme, named it “Hyphbot” and estimates that it has been going on since at least August.