

Chapter 2

The Ethics of Ad Fraud: A Corporate Responsibility Perspective

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ABSTRACT

This chapter will delve into the ethical implications of the prevention of ad fraud. It will explore how businesses can and should respond to the challenges posed by ad fraud, not only from a compliance standpoint but also from an ethical one. The chapter will discuss the broader impact of ad fraud on stakeholders, including consumers, advertisers, and the digital advertising ecosystem as a whole, and propose actionable strategies for companies to adopt ethical practices in combating ad fraud. brief introduction to ad fraud by defining it, and its prevalence in the advertising industry, explaining the cause of it. It will explain its effects on business practices, which include loss of consumer trust, damage to the reputation of the concerned industry, distortion of brand name and image, and reduced ROI; eventually marketers will confront damage to their credibility, audience misrepresentation, and revenue loss. It will also address the importance of overcoming ad fraud from an ethical and corporate responsibility perspective.

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OVERVIEW

This chapter will delve into the ethical implications of preventing ad fraud, from a corporate responsibility perspective. It will explore how businesses can and should respond to the challenges posed by ad fraud, not only from a compliance standpoint but also from an ethical one. The chapter will discuss the broader impact of ad fraud on stakeholders, including consumers, advertisers, and the digital advertising ecosystem, and propose actionable strategies for companies to adopt ethical practices in combating ad fraud.

This chapter begins with a brief introduction to ad fraud by defining it, its prevalence in the advertising industry, and its cause. It will explain its effects on business practices, which include loss of consumer trust, damage to the reputation of the concerned industry, distortion of brand name and image, and reduced ROI; eventually, marketers will confront damage to their credibility, audience misrepresentation, and revenue loss. It will also address the importance of overcoming ad fraud from an ethical and corporate responsibility perspective. This will be followed by describing the ethical implications of the prevention of Ad Fraud and the moral responsibilities of advertisers, intermediaries, and publishers.

The following section will discuss the role of corporate responsibility in ad fraud prevention, followed by legal and regulatory considerations to fight fraud practices, measuring and reporting on ethical ad practices, and best practices for Ethical Ad Fraud Prevention. All this will be possible by designing an inclusive strategy by collaborating with industry partners and highlighting the successful examples of industries that took initiatives in this direction by enhancing their practices. The case study method will be used to identify the relevant ethical ad fraud prevention practices, particularly in the advertising industry. Finally, this chapter will conclude by explaining the future trends in this field due to emerging technology ethical considerations in the evolving advertising landscape.

The goals and objective of this chapter will be to educate readers by providing them with a comprehensive understanding of the ethical dimensions of ad fraud and its broader impacts; to encourage practitioners to adopt proactive and ethical approaches to preventing ad fraud by implementing best practices for ethical ad fraud prevention measures; ensuring they not only comply with regulations but also uphold the highest standards of corporate responsibility.

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