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Buyer Beware: Digital Ad Fraud In The Programmatic Advertising Marketplace

Day Pitney Attorney Andrew Ingalls authored the article, "Buyer Beware: Digital Ad Fraud In The Programmatic Advertising Marketplace," for *Daily Business Review*. The article discusses how when digital ad fraud results in litigation, it is essential to understand not only how this multifaceted marketplace functions, but also how to identify digital ad fraud and establish culpability.

Read the full article here.

Authors



Andrew R. Ingalls
Partner

Miami, FL | (305) 373-4032

aingalls@daypitney.com