

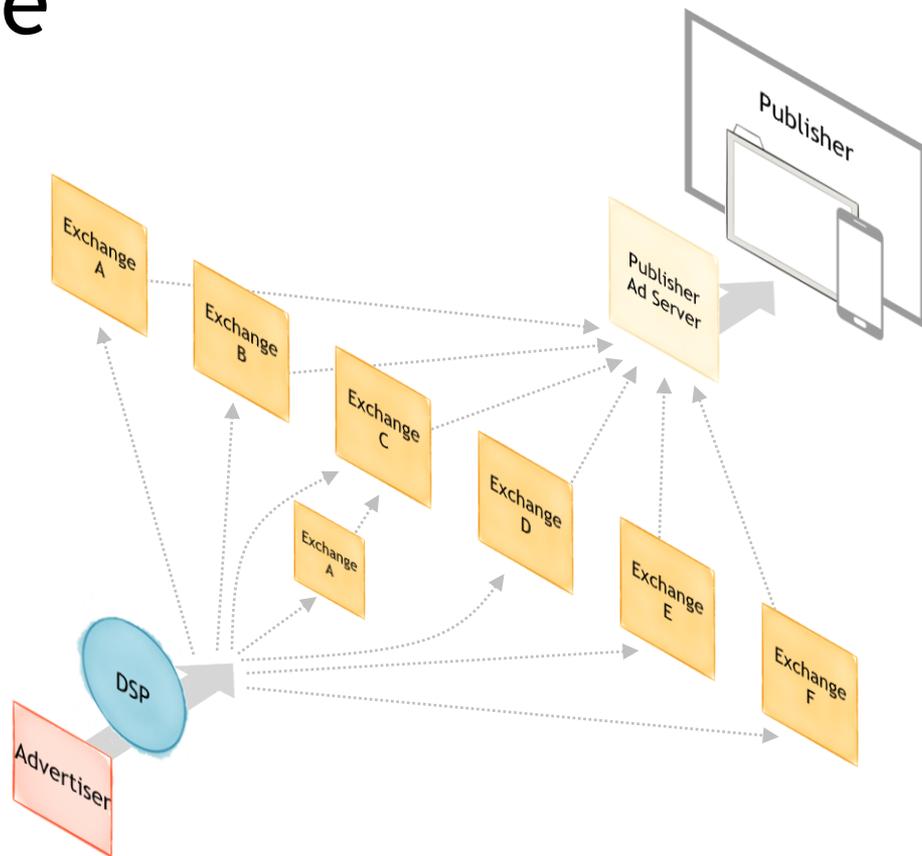
The State Of Made For Advertising Inventory



The Supply Landscape

1.5 Million

websites, mobile apps, and CTV apps



Jounce Supply Segmentation

Rebroadcasting

Supply chains that introduce **unnecessary hops** between the marketer and the publisher

Cheap Reach

Maximally direct supply chains that lead to **chronically non-viewable ad placements**

Made For Advertising

Maximally direct supply chains that lead to **user-hostile advertising experiences**

Premium

Maximally direct supply chains that lead to **inventory with a proven ability to influence consumer purchase decisions**

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MFA Growth

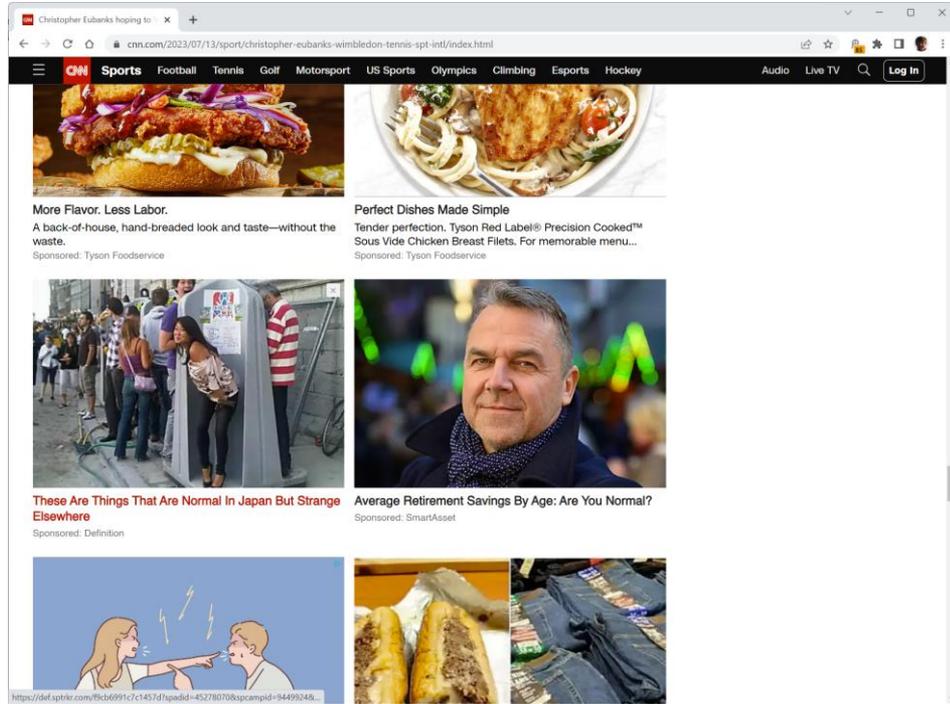
MFA Share Of Web Auctions



Ad Arbitrage

The screenshot shows a web browser displaying a CNN article. The address bar shows the URL: [cnn.com/2023/07/13/sport/christopher-eubanks-wimbledon-tennis-spt-int/index.html](https://www.cnn.com/2023/07/13/sport/christopher-eubanks-wimbledon-tennis-spt-int/index.html). The page features a navigation bar with categories like Sports, Football, Tennis, Golf, Motorsport, US Sports, Olympics, Climbing, Esports, and Hockey. The main headline reads: "Christopher Eubanks hoping to 'ride this momentum out' as his dream Wimbledon run comes to an end". The author is George Ramsay, and the article was updated on July 13, 2023. A large image shows Christopher Eubanks on a tennis court, celebrating with his fist raised. Below the image is a caption: "Christopher Eubanks hopes to make the most of his excellent current form." To the right, there is a "MORE FROM CNN" section with two smaller article teasers: "Plane carrying Joran van der Sloot, who is accused of extortin..." and "Kelis is feeling 'blessed, rich and happy' amid Bill...". At the bottom right, there is a "New This Season" promotional image for a show featuring a chair by a stream.

Ad Arbitrage



The screenshot shows a web browser window displaying a CNN Sports page. The URL in the address bar is <https://www.cnn.com/2023/07/13/sport/christopher-eubanks-wimbledon-tennis-spt-int/index.html>. The page features a navigation bar with categories like Sports, Football, Tennis, Golf, Motorsport, US Sports, Olympics, Climbing, Esports, and Hockey. Below the navigation bar, there are several sponsored advertisements:

- More Flavor. Less Labor.** A back-of-house, hand-breaded look and taste—without the waste. Sponsored: Tyson Foodservice. Image: A large sandwich with fried chicken, cheese, and vegetables.
- Perfect Dishes Made Simple** Tender perfection. Tyson Red Label® Precision Cooked™ Sous Vide Chicken Breast Filets. For memorable menu... Sponsored: Tyson Foodservice. Image: A plate of sous vide chicken breast filets with noodles and vegetables.
- These Are Things That Are Normal In Japan But Strange Elsewhere** Sponsored: Definition. Image: A woman using a public vending machine in Japan.
- Average Retirement Savings By Age: Are You Normal?** Sponsored: SmartAsset. Image: A portrait of a man.
- Unlabeled Ad:** Image: A cartoon illustration of a woman pointing at a man with lightning bolts above them.
- Unlabeled Ad:** Image: A collage of food items, including bread and meat.

Ad Arbitrage

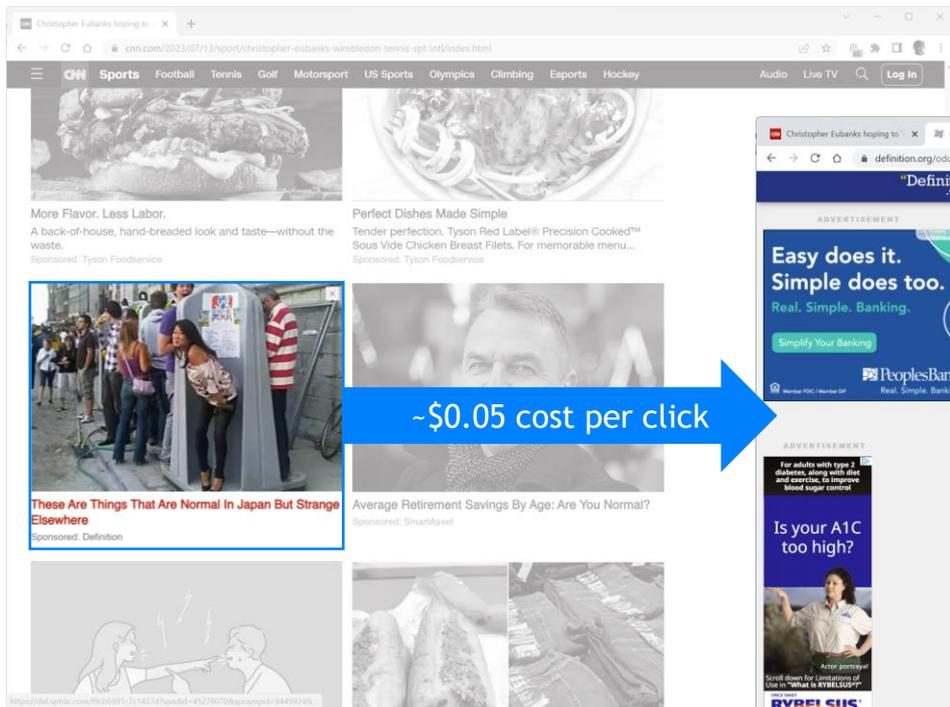
The image shows a browser window displaying a website with several articles. A blue arrow points from one article to a Definition.org page. The arrow contains the text: ~\$0.05 cost per click.

Articles on the left website:

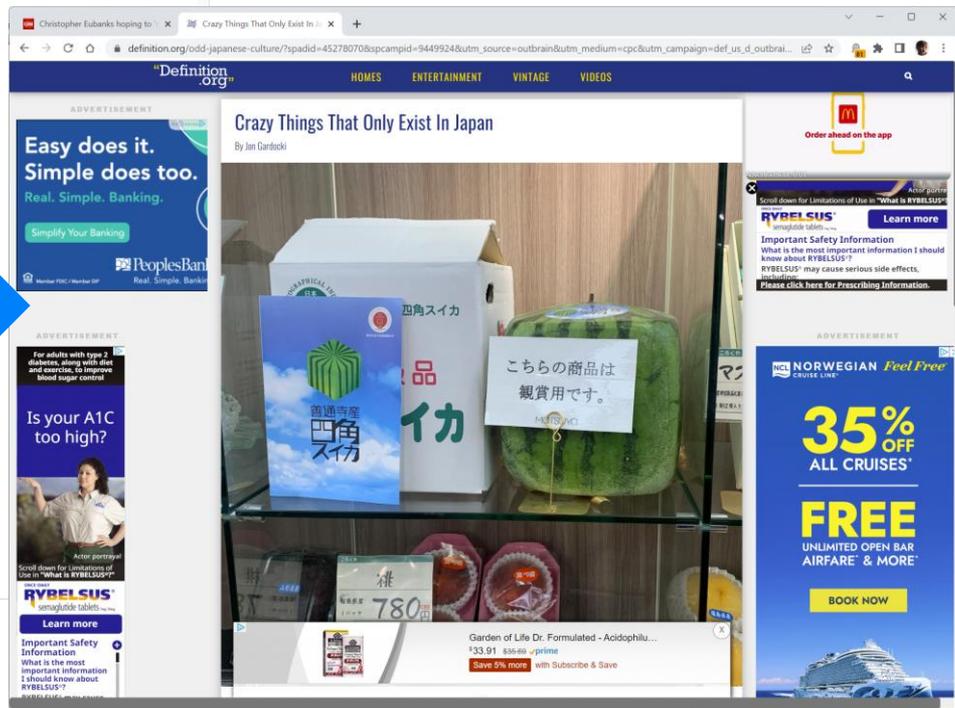
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Sponsored: Tyson Foodservice
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Tender perfection. Tyson Red Label® Precision Cooked™ Sous Vide Chicken Breast Filets. For memorable menu...
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- These Are Things That Are Normal In Japan But Strange Elsewhere**
Sponsored: Definition
- Average Retirement Savings By Age: Are You Normal?**
Sponsored: SmartAsset

Definition.org page:
The page is mostly blank, showing the Definition.org logo and navigation links: HOMES, ENTERTAINMENT, VINTAGE, VIDEOS.

Ad Arbitrage

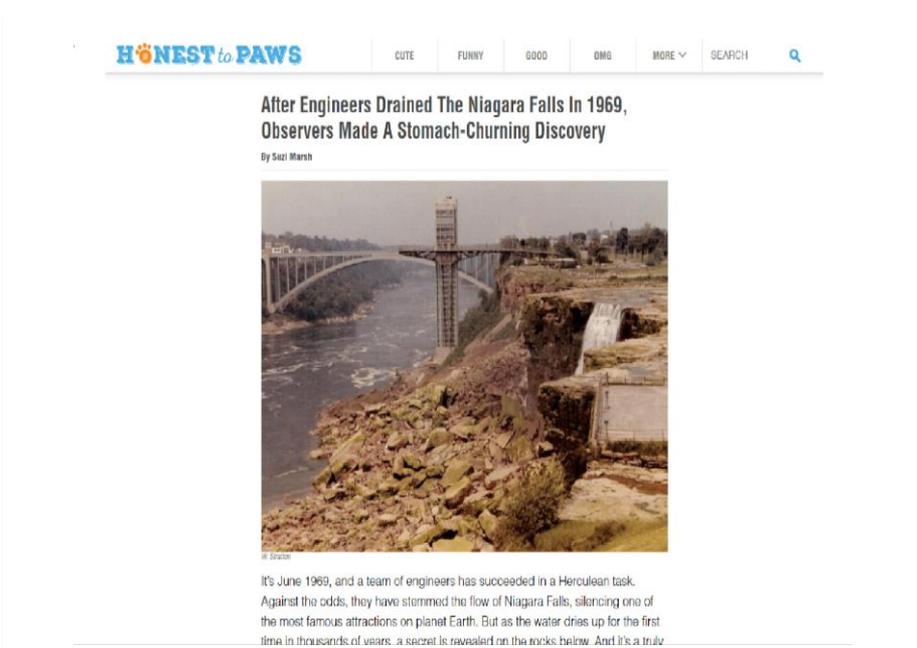


~\$0.05 cost per click



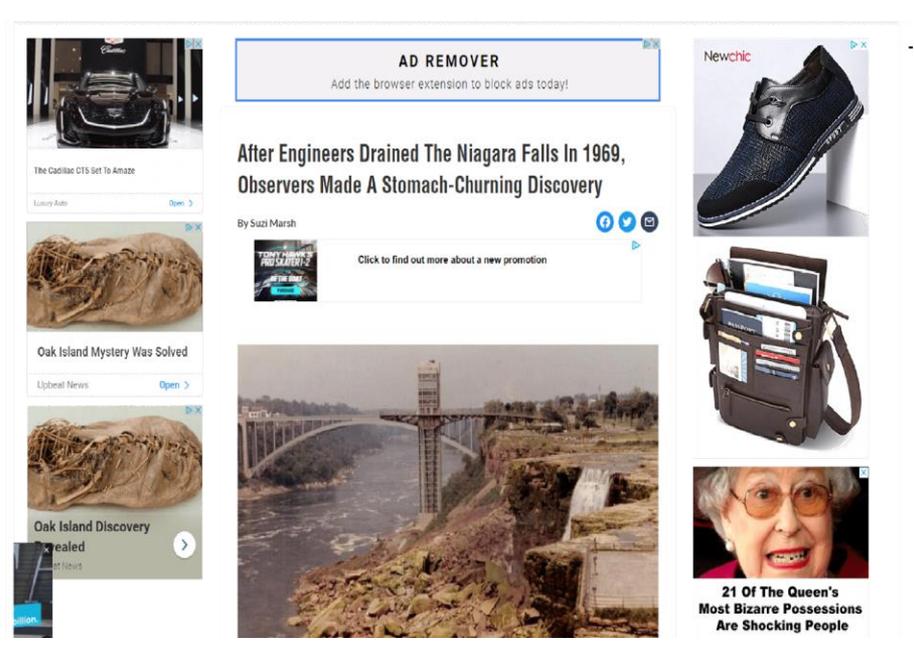
Misleading Content Formats

Direct Navigation



The screenshot shows a news article on the website 'Honest to Paws'. The navigation bar includes categories like 'CUTE', 'FUNNY', 'GOOD', 'OMG', and 'MORE', along with a search function. The article title is 'After Engineers Drained The Niagara Falls In 1969, Observers Made A Stomach-Churning Discovery' by Suzi Marsh. The main image shows the Niagara Falls with a large concrete structure in the foreground. Below the image, the text reads: 'It's June 1969, and a team of engineers has succeeded in a Herculean task. Against the odds, they have stemmed the flow of Niagara Falls, silencing one of the most famous attractions on planet Earth. But as the water dries up for the first time in thousands of years, a secret is revealed on the rocks below. And it's a truly'.

Click From Paid Advertising

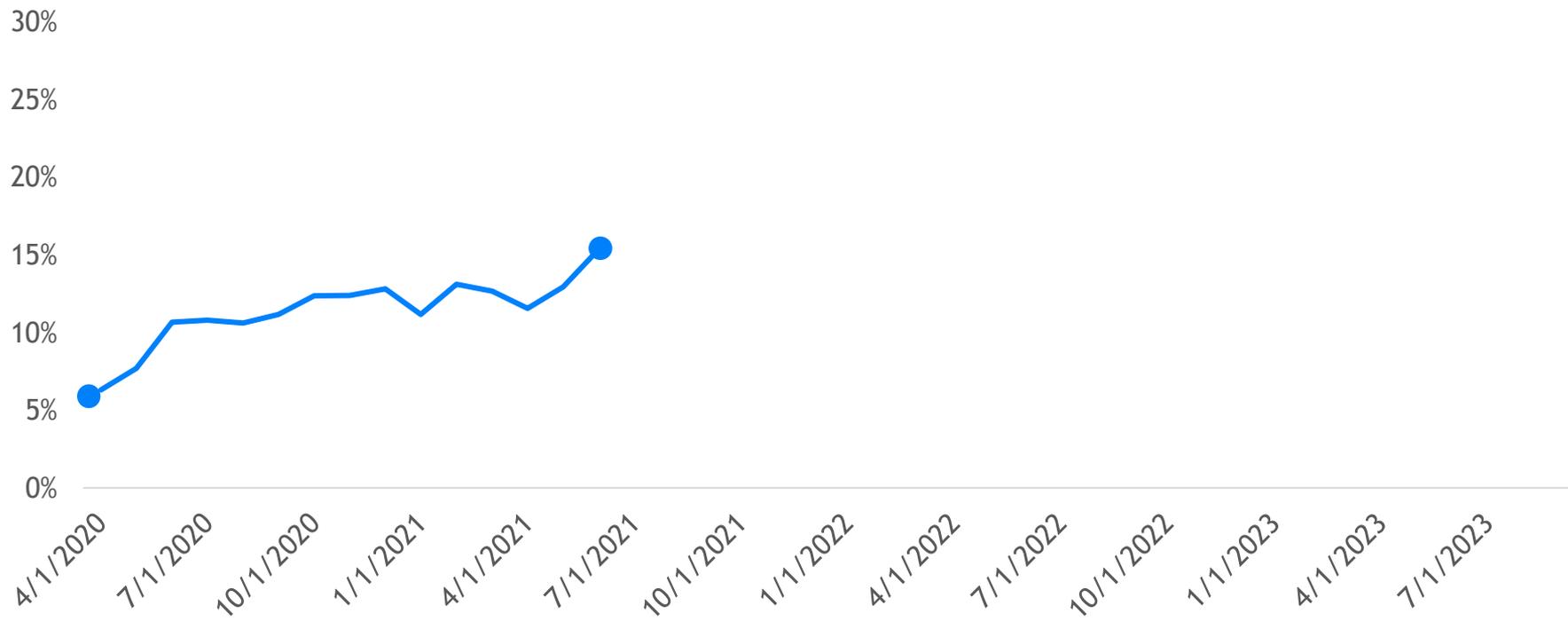


The screenshot shows a social media post with several advertisements and a news article. At the top, there is an 'AD REMOVER' banner with the text 'Add the browser extension to block ads today!'. Below this, there are three small ads: 'The Cadillac CT5 Set to Amaze', 'Oak Island Mystery Was Solved', and 'Oak Island Discovery'. The main content is a news article titled 'After Engineers Drained The Niagara Falls In 1969, Observers Made A Stomach-Churning Discovery' by Suzi Marsh. To the right of the article are three more ads: a 'Newchic' shoe, a 'Newchic' bag, and a '21 Of The Queen's Most Bizarre Possessions Are Shocking People'.

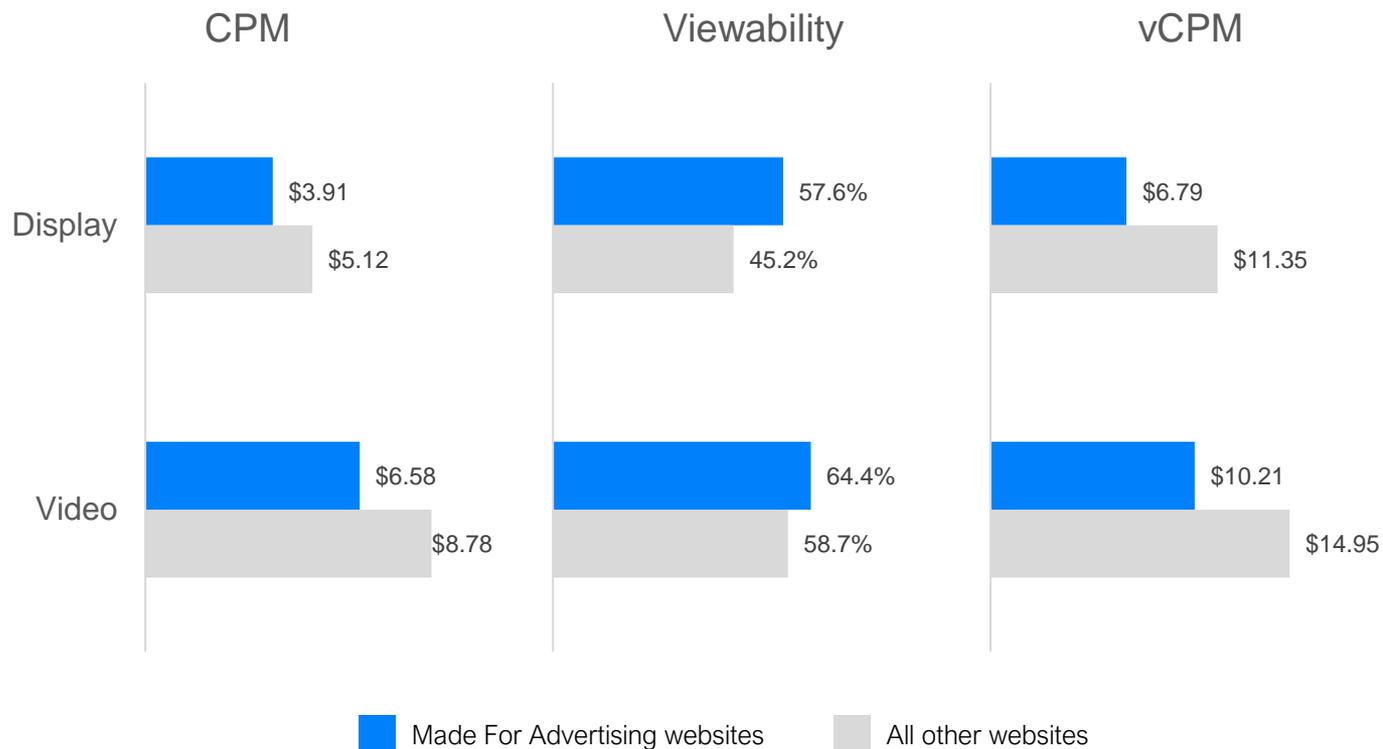
[DeepSee Misleading Content Formats Blog Post, August 2021](#)

MFA Growth

MFA Share Of Web Auctions



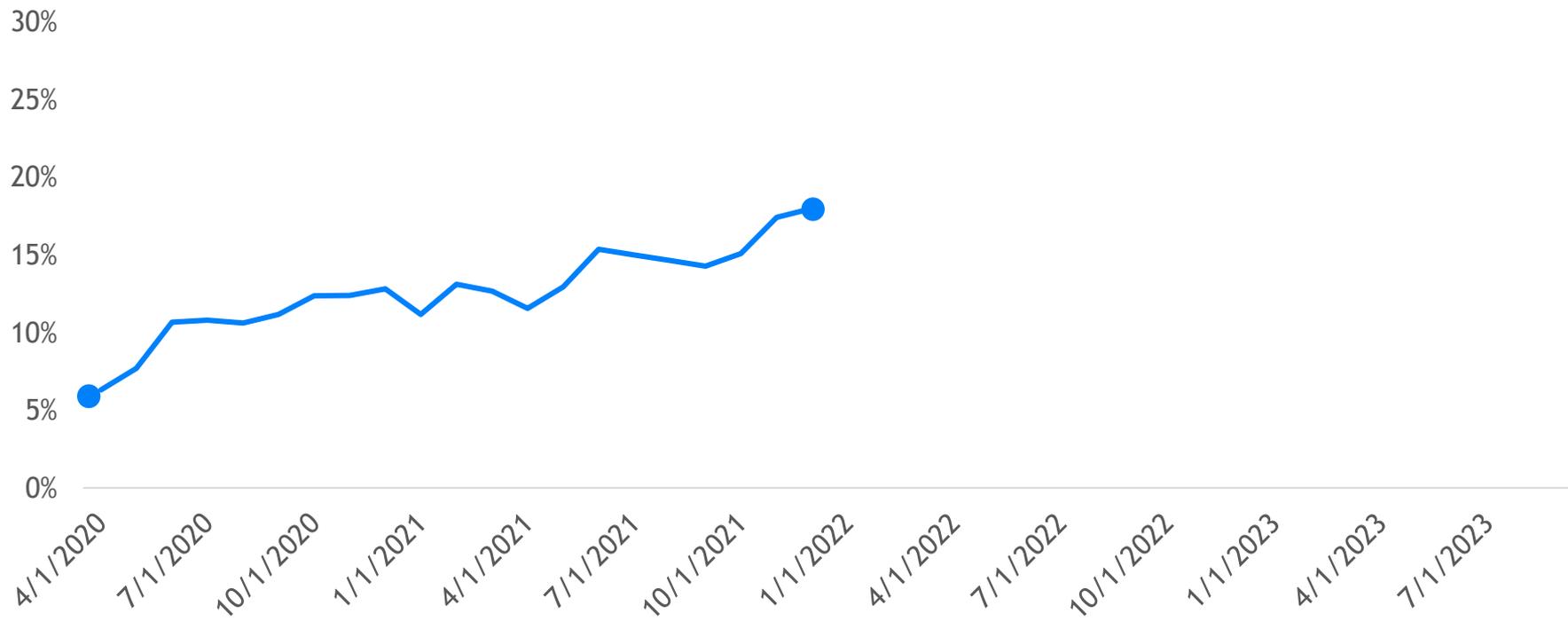
Media Metrics



[Jounce Media Monthly SPO Report, August 2021](#)

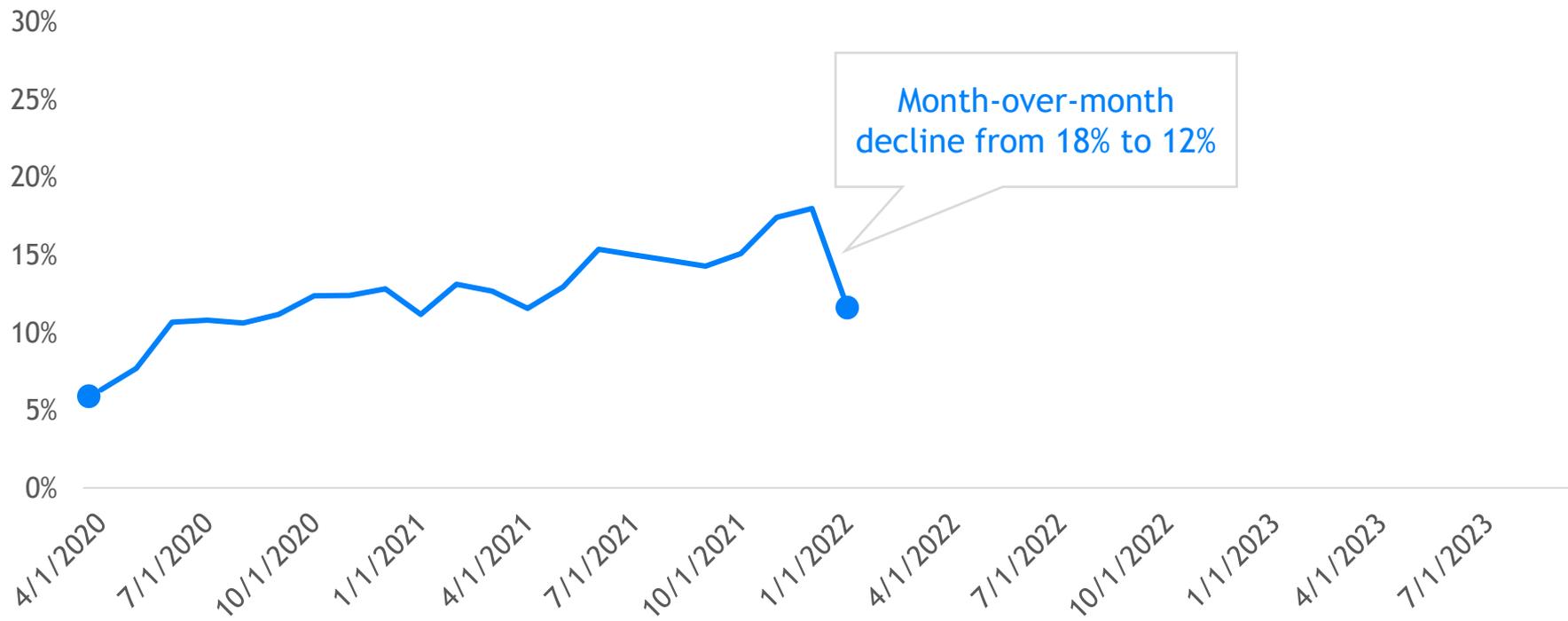
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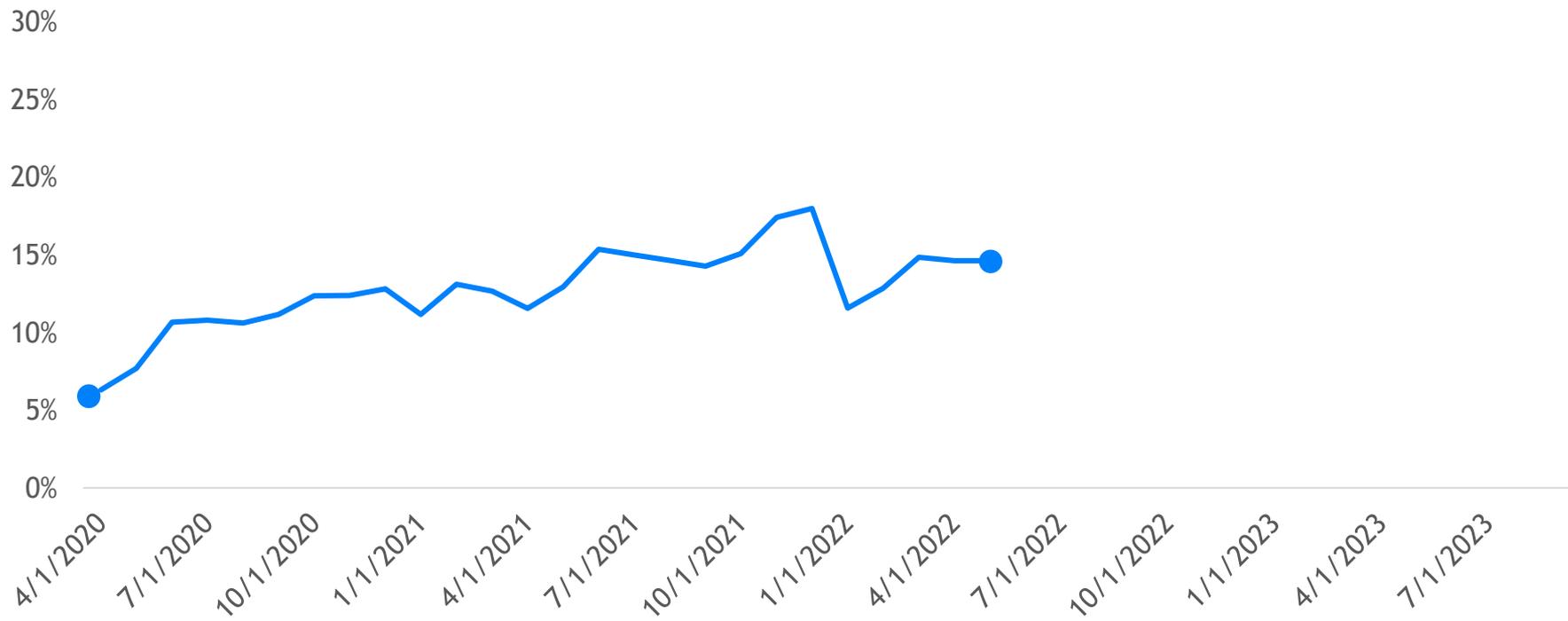
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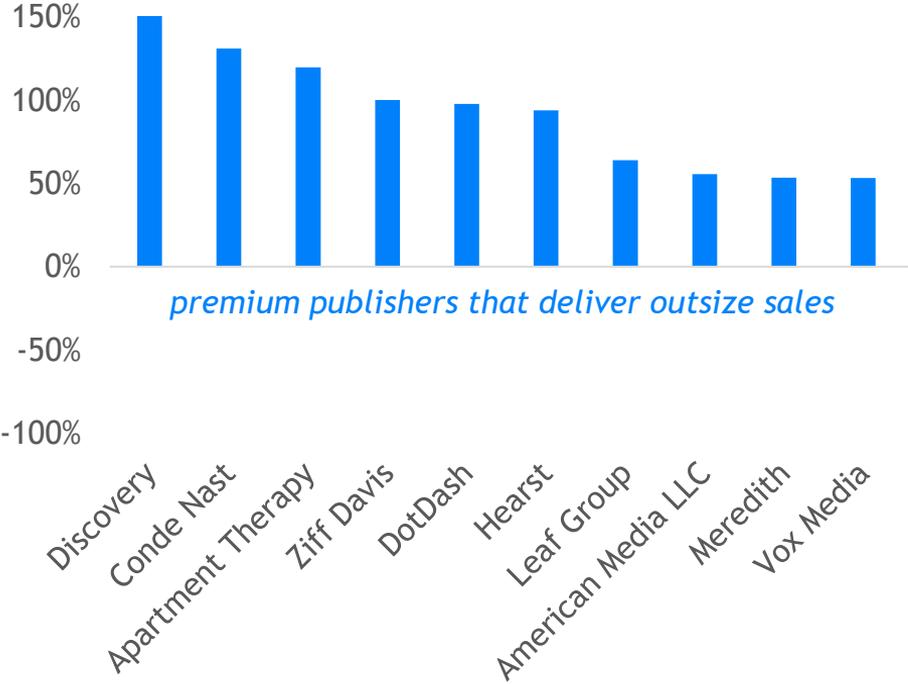
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Business Metrics

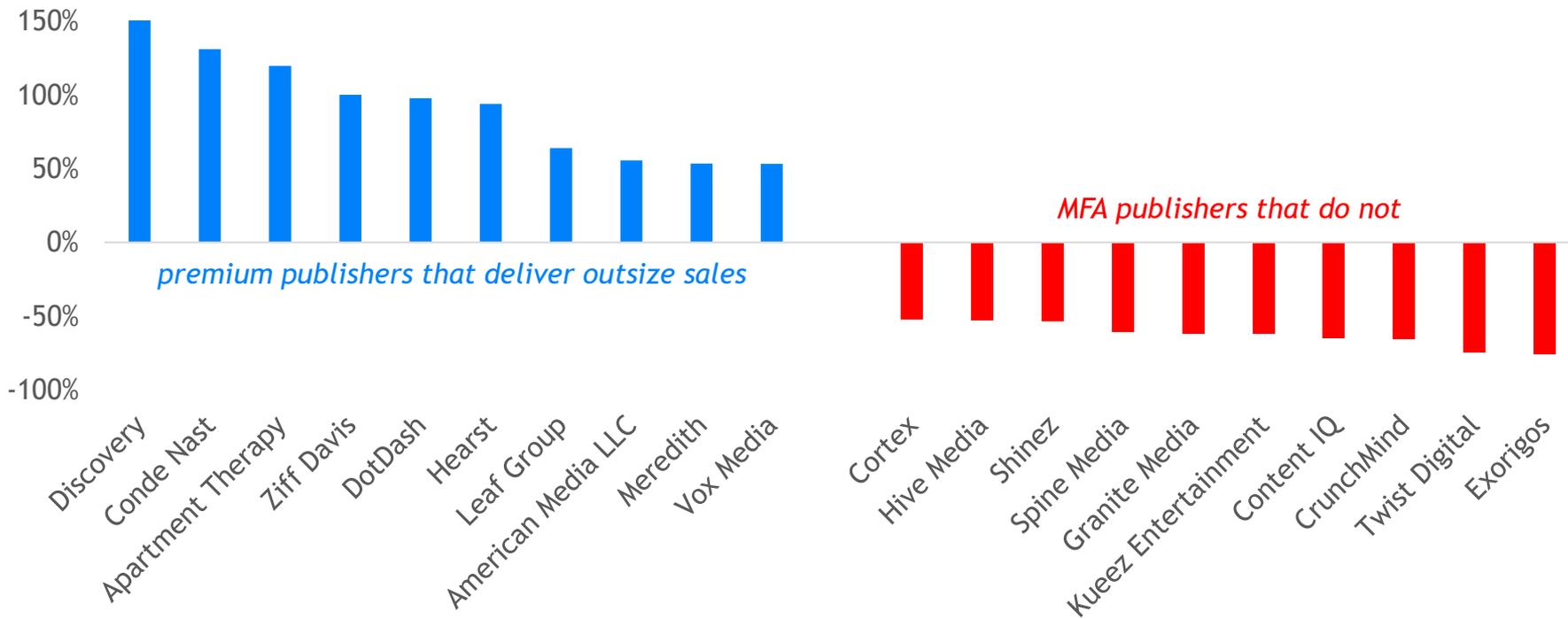
Conversion Surplus Or Deficit



[Jounce Media Monthly SPO Report, May 2022](#)

Business Metrics

Conversion Surplus Or Deficit



[Jounce Media Monthly SPO Report, May 2022](#)

Spend Estimates

Over **\$115M** in ad spend identified on MFA inventory

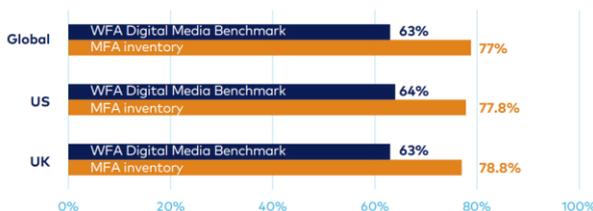
On average, Ebiquity clients globally spend **7.8%** of their programmatic budget on MFA inventory; in the US this is **9.8%**



**MFA inventory as classified by Jounce Media and Deepsee
Based on a sample \$1.47 billion spend in programmatic display advertising across 42 Ebiquity clients
Minimum clients by market threshold of 5*

MFA viewability performance vs WFA DMB in 2021

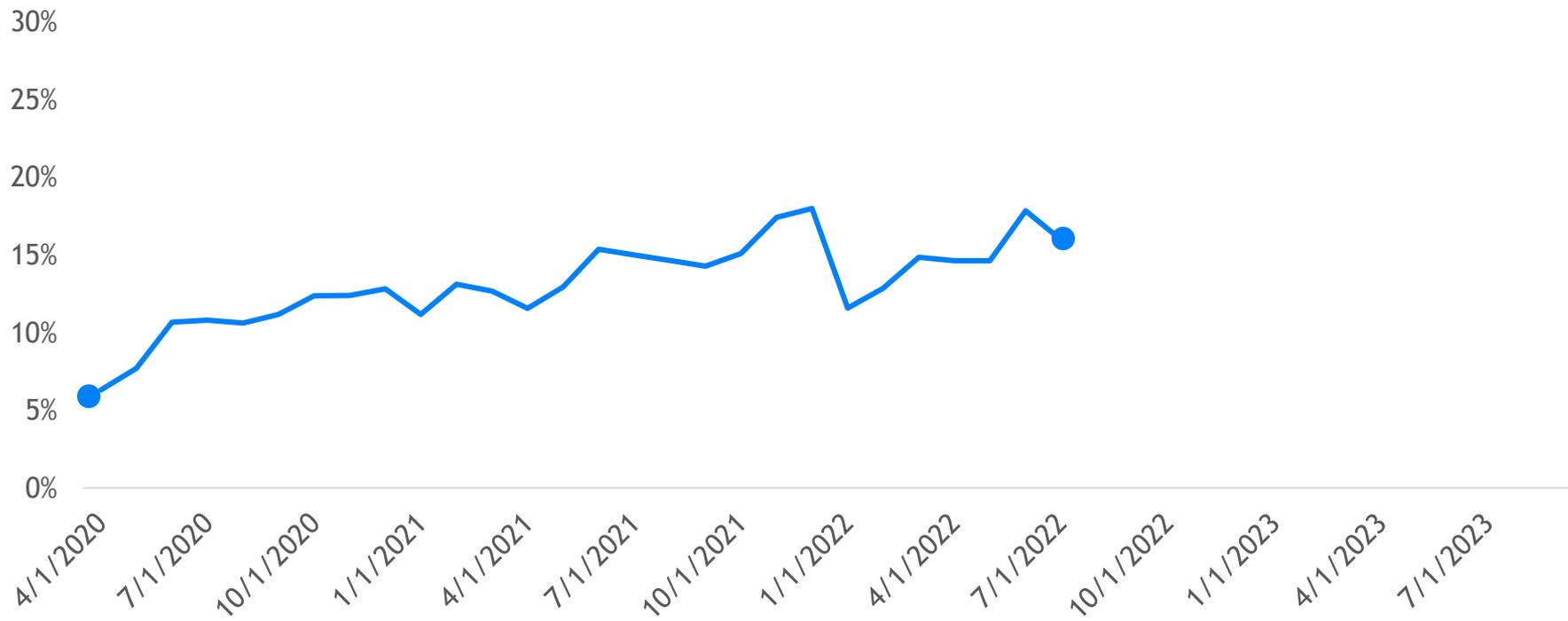
MFA inventory outperforms the DMB in terms of viewability, but this is at the cost of quality, brand suitability and effectiveness



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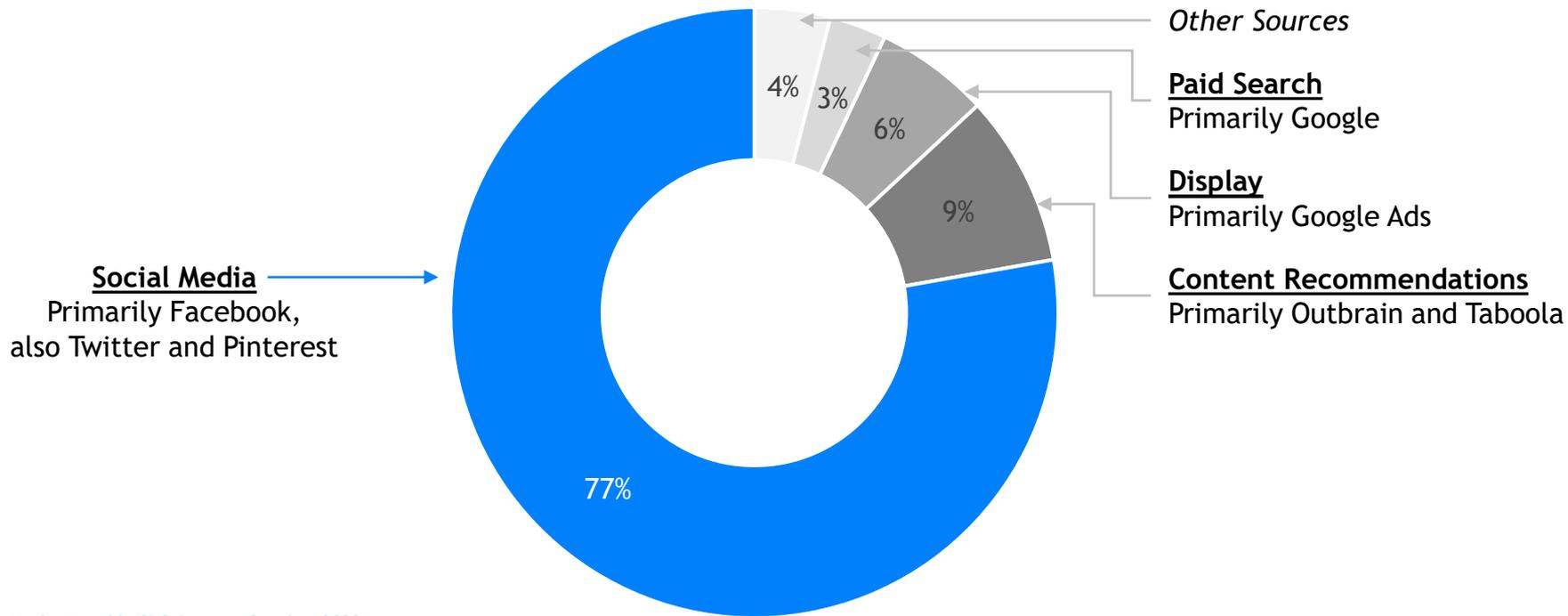
MFA Growth

MFA Share Of Web Auctions



Traffic Sourcing

Estimated Share Of MFA Bid Requests By Traffic Source

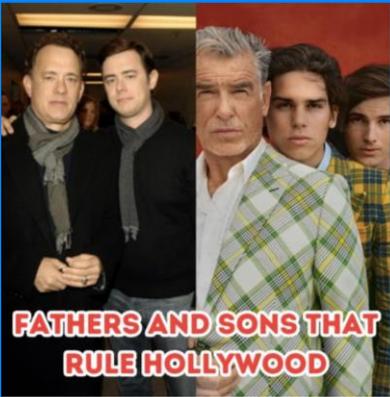


[Jounce Media Monthly SPO Report, October 2022](#)

Traffic Sourcing

Green Pepper Mood
Sponsored
ID: 684082550213925

"My father's legacy gave me a path, but also made me have to work harder to prove myself" The industry knows what it likes, so when a talented man has a son, he is likely to walk in his father's footsteps.



TECHYTWIST.COM
The Most Famous Fathers and Sons in Hollywood

Learn More

~\$0.05 cost per click

< <https://techtwist.com/famous-f...> Share

ShopRite instacart
Download instacart for free delivery on your first order
SKIP

Drake Is Latest Celeb to Be Hit With Object While Performing

ADVERTISEMENT

GoDaddy

Find your .com, pay as low as \$2.99*

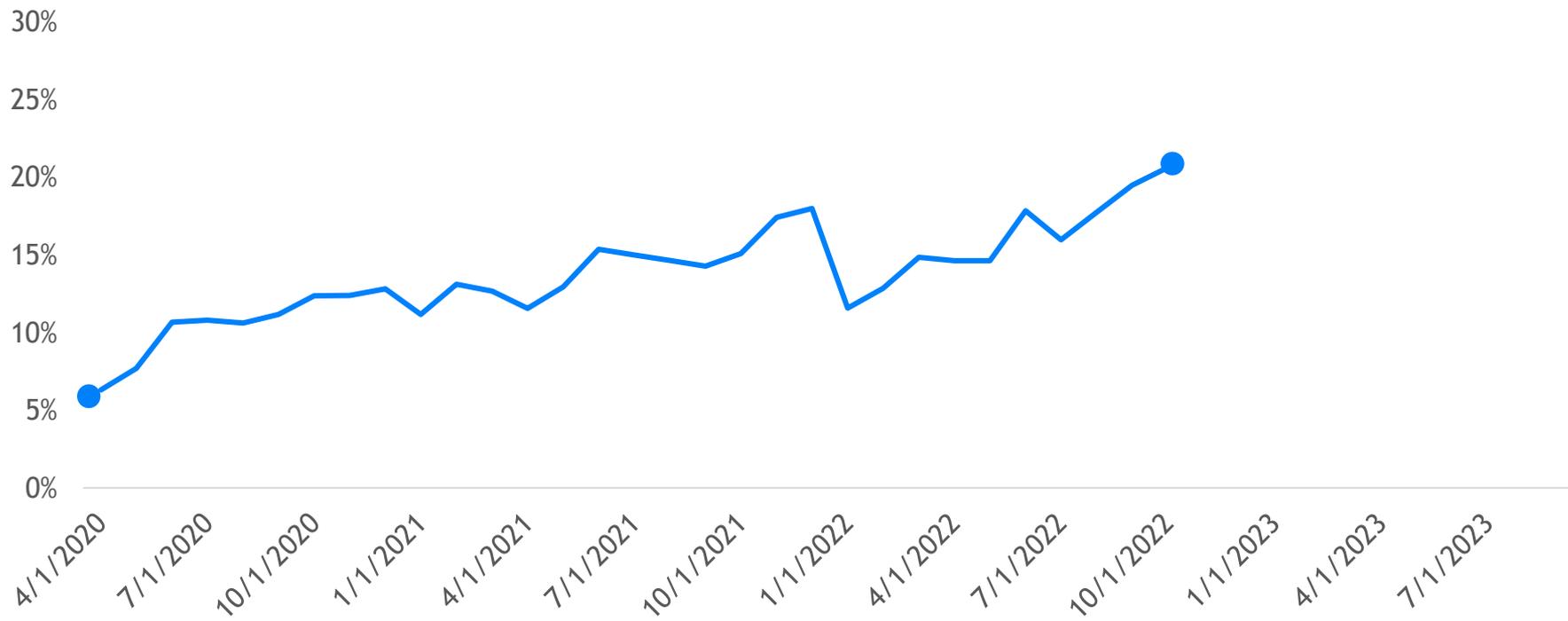
Find Your Domain *See terms on site.



Doorway to Boston FISHER COLLEGE LEARN MORE

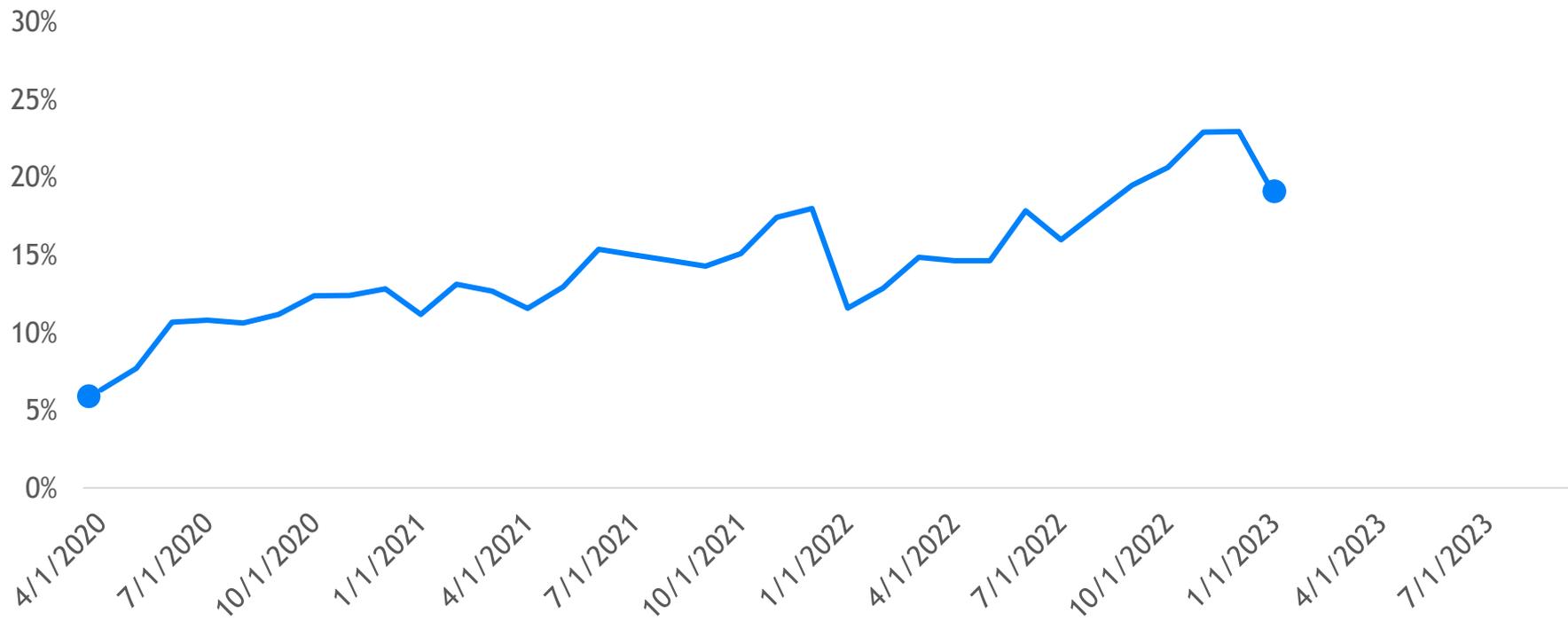
MFA Growth

MFA Share Of Web Auctions



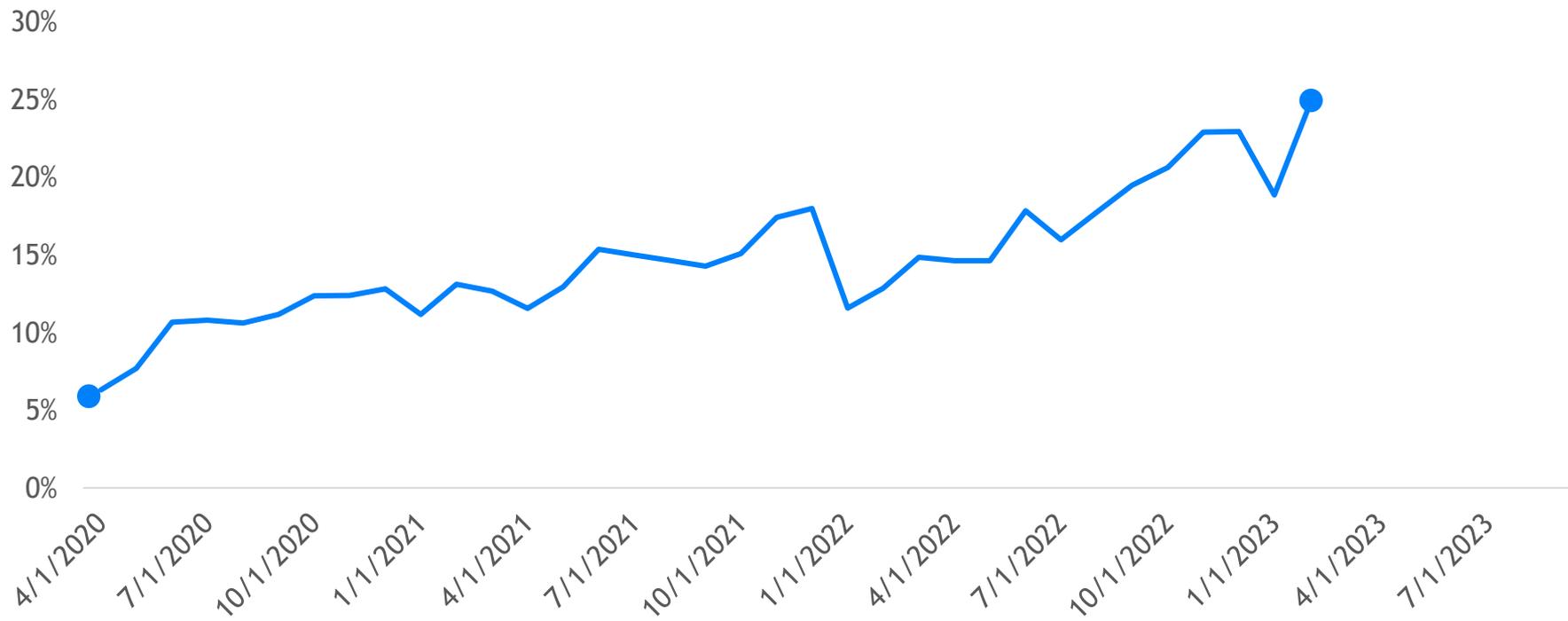
MFA Growth

MFA Share Of Web Auctions



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Carbon Emissions

Weeding Out Waste and Reducing Advertising Emissions

THE CARBON IMPACT OF MFA

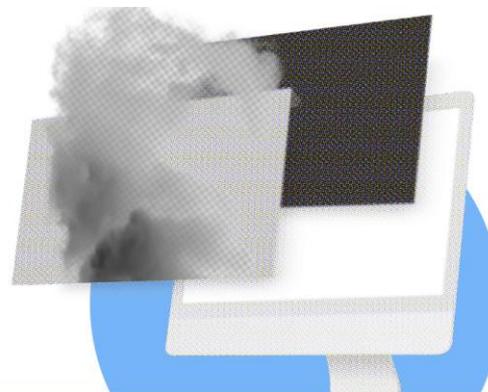
A joint study by Ebiquity revealed a concerning trend in the advertising industry: Made-for-Advertising (MFA) sites. These sites, characterized by high-density advertisements, highly paid inbound traffic, and clickbait content, are costing advertisers a significant chunk of their budget. Between January 2020 and May 2022, a staggering \$115 million was spent on MFA inventory.

The implications of MFA sites extend beyond financial waste. They also contribute to a higher carbon footprint due to the reselling and ad bombardment, while offering little to no effectiveness in return. The environmental impact, coupled with the frustration experienced by users, calls for a united front against MFA practices.

GOING GREEN MEDIA

To address this issue, brands, agencies, publishers, and ad tech companies can shift spend to avoid Climate Risk inventory and/or to favor Green media, and adopt sustainable practices. By eliminating MFA sites, advertisers can expect neutral to positive impacts on relevant metrics, while reducing the carbon emissions associated with ineffective ad impressions.

Action against MFA sites is both necessary and timely. The data is clear: by prioritizing environmentally conscious advertising practices, the industry can improve campaign performance without compromising user experience. It's time to take a stand against MFA, misinformation, and wasted resources, and to work together to create a more sustainable and effective advertising ecosystem.



MFA Inventory has **13.21%** higher carbon emissions than the global average.

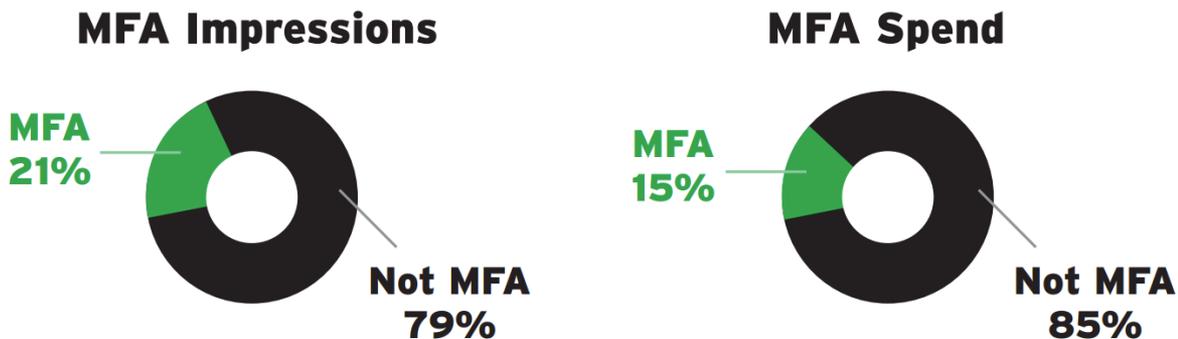
GLOBAL AVERAGE
514.8 gCO₂PM

MFA AVERAGE
582.8 gCO₂PM

ANA Report

Made for Advertising (MFA) Websites Represent 21 Percent of Impressions – Indicating Advertisers are Not in Control of Media Placement Decisions

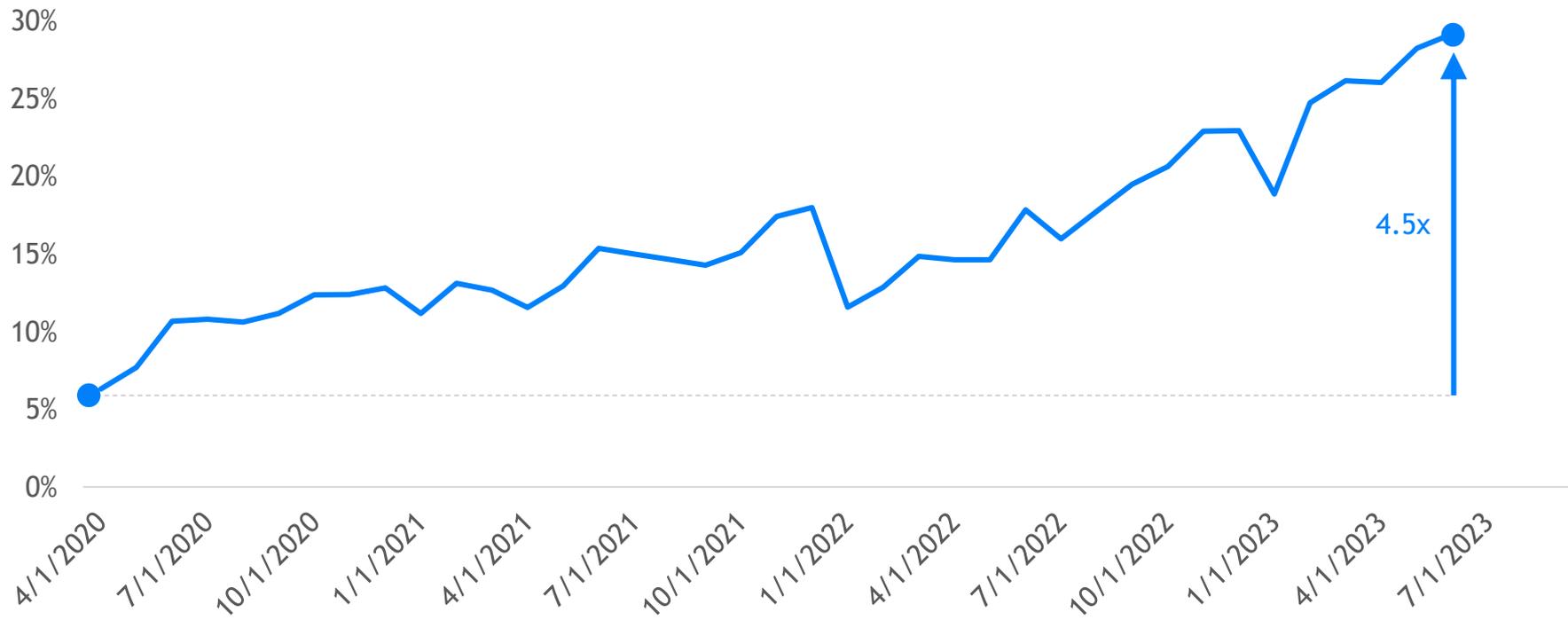
Made for Advertising (MFA) websites comprised a startling 21 percent of study impressions and 15 percent of spend (analyzing a subset of data).



[ANA Programmatic Media Supply Chain Transparency Study First Look, June 2023](#)

MFA Growth

MFA Share Of Web Auctions



MFA-Free Private Marketplaces

 **sharethrough**

[Sharethrough Press Release, June 2023](#)

 **PubMatic**

[PubMatic Blog Post, June 2023](#)

Magnite

[Magnite Blog Post, July 2023](#)

 **OpenX**

[OpenX Blog Post, July 2023](#)

nexxən

[Nexxen Blog Post, September 2023](#)

yieldmo

[Yieldmo Blog Post, September 2023](#)

sovrn

[Sovrn Blog Post, September 2023](#)

 **triplelift**

[TripleLift Blog Post, September 2023](#)

media.net

[Media.net Blog Post, September 2023](#)

MFA-Free SSPs

The logo for TRUSTX, featuring the word "TRUSTX" in a bold, sans-serif font. The "X" is stylized with a blue and black color scheme.

[TRUSTX sellers.json file](#)

The logo for KARGO, featuring the word "KARGO" in a bold, sans-serif font, enclosed within a thick black rectangular border.

[Kargo Press Release, September 2023](#)

DSP Policies

The logo for Nexxen, featuring the word "nexxen" in a lowercase, bold, sans-serif font. The letter "x" is stylized with a gap in the middle.

[Nexxen Blog Post, September 2023](#)

The logo for Yahoo!, featuring the word "yahoo!" in a lowercase, bold, sans-serif font. The exclamation point is large and stylized.

[Yahoo Press Release, September 2023](#)

Agency Policies

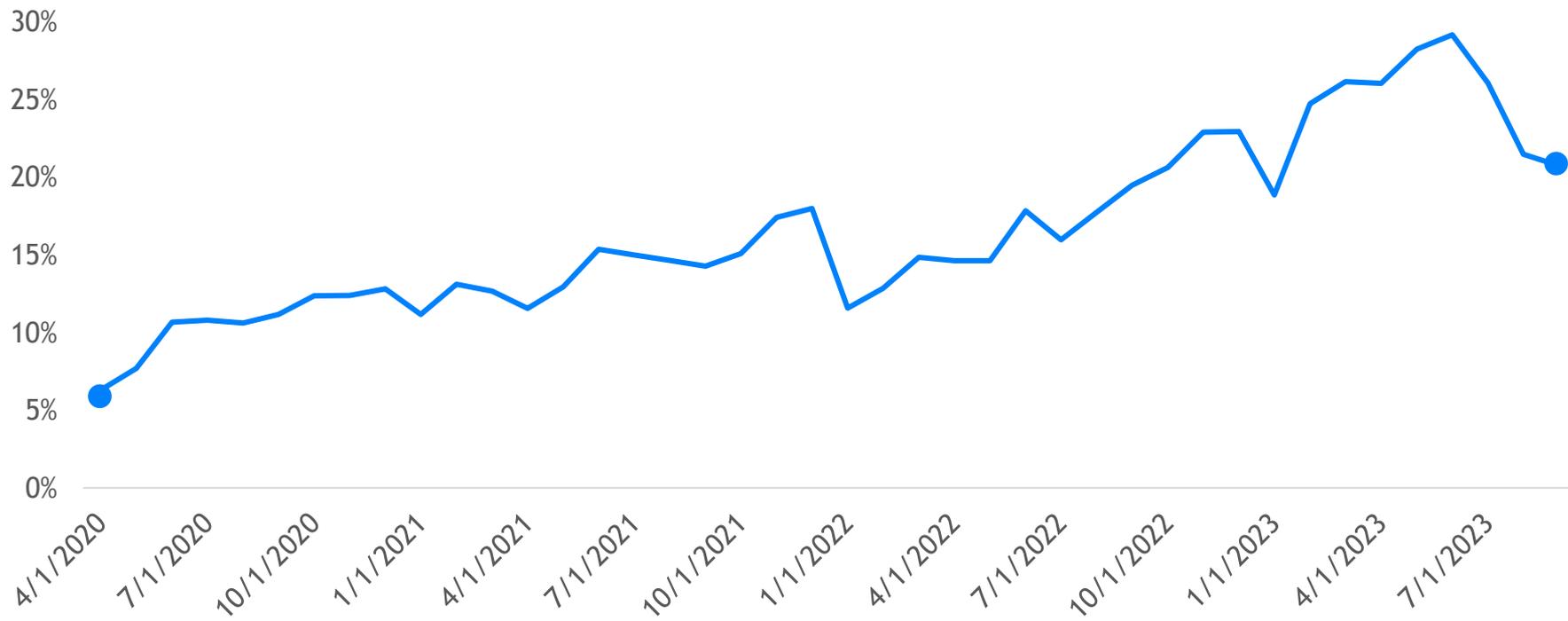


3rd Party Measurement



MFA Growth

MFA Share Of Web Auctions





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