The State Of
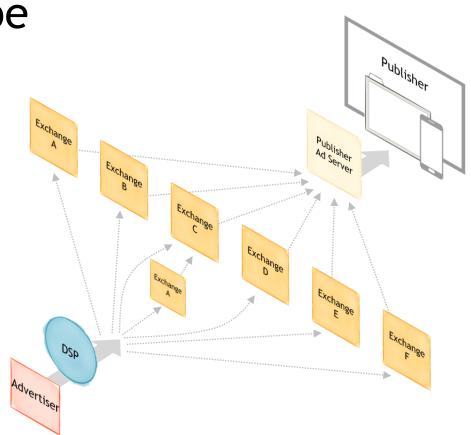# Made For Advertising Inventory

JOUNCE
MEDIA

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**

Jounce Supply Segmentation

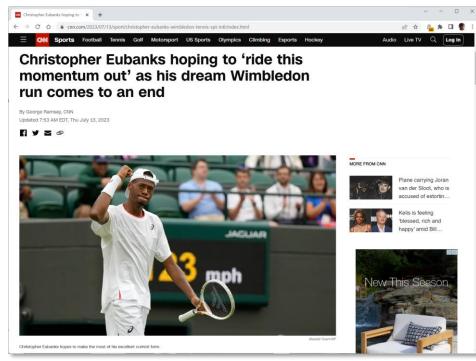|	
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JOUNCE
MEDIA

MFA Growth

MFA Share Of Web Auctions

Ad Arbitrage

Ad Arbitrage

Ad Arbitrage

~$0.05 cost per click

Ad Arbitrage

~$0.05 cost per click

Misleading Content Formats

MFA Growth

MFA Share Of Web Auctions

Media Metrics

MFA Growth

MFA Share Of Web Auctions

MFA Growth

MFA Share Of Web Auctions

Month-over-month decline from 18% to 12%

MFA Growth

MFA Share Of Web Auctions

Business Metrics

Conversion Surplus Or Deficit

premium publishers that deliver outsize sales

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MEDIA

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Business Metrics

Conversion Surplus Or Deficit

premium publishers that deliver outsize sales

MFA publishers that do not

Y-axis: 150%, 100%, 50%, 0%, -50%, -100%

Blue bars (premium publishers): Discovery, Conde Nast, Apartment Therapy, Ziff Davis, DotDash, Hearst, Leaf Group, American Media LLC, Meredith, Vox Media

Red bars (MFA publishers): Cortex, Hive Media, Shinez, Spine Media, Granite Media, Kueez Entertainment, Content IQ, CrunchMind, Twist Digital, Exorigos

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

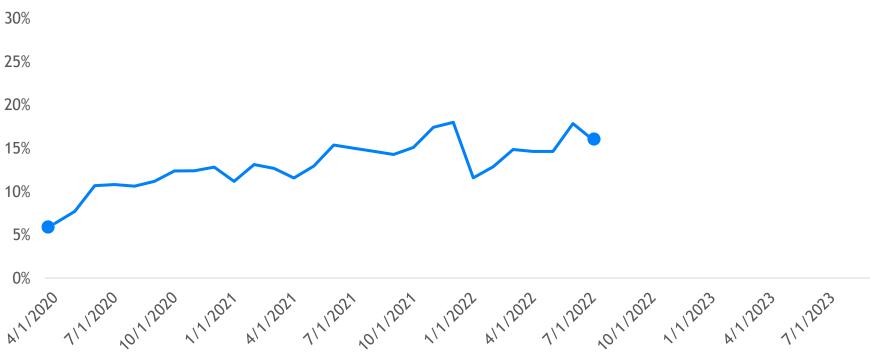|	WFA Digital Media Benchmark	MFA inventory
Global	63%	77%
US	64%	77.8%
UK	63%	78.8%

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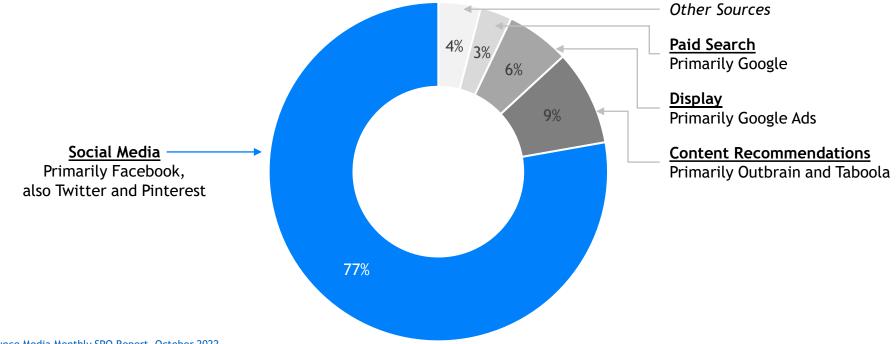
MFA Growth

MFA Share Of Web Auctions

Traffic Sourcing

Estimated Share Of MFA Bid Requests By Traffic Source

Social Media
Primarily Facebook,
also Twitter and Pinterest

Other Sources

Paid Search
Primarily Google

Display
Primarily Google Ads

Content Recommendations
Primarily Outbrain and Taboola

77%

9%

6%

3%

4%

Jounce Media Monthly SPO Report, October 2022

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MEDIA

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Traffic Sourcing

~$0.05 cost per click

MFA Growth

MFA Share Of Web Auctions

MFA Growth

MFA Share Of Web Auctions

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MFA Share Of Web Auctions
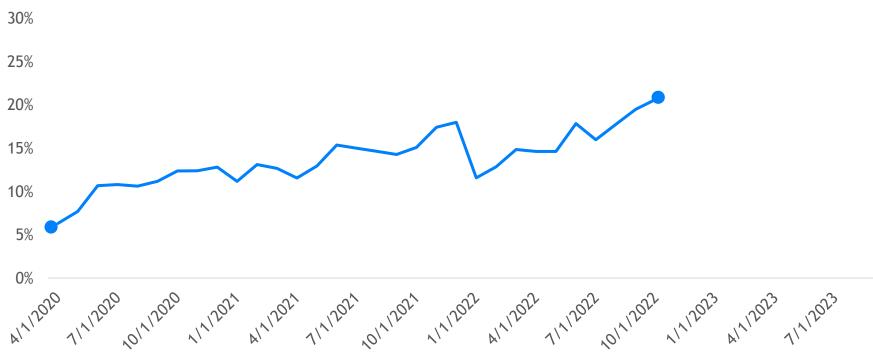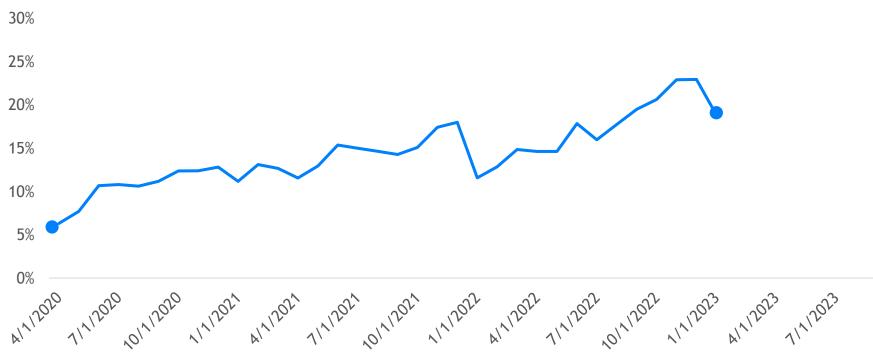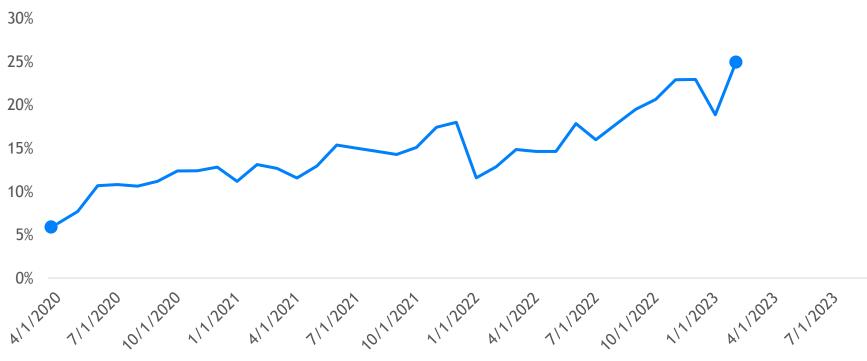
Carbon Emissions

Weeding Out Waste and Reducing Advertising Emissions
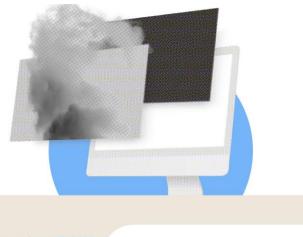
THE CARBON IMPACT OF MFA

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.
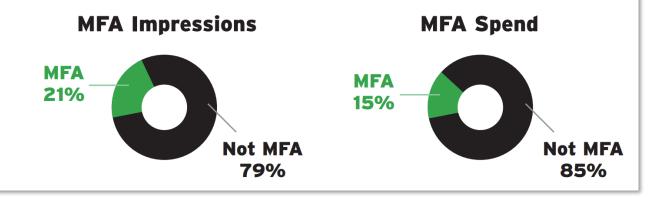
GLOBAL AVERAGE
514.8 gCO₂PM

MFA AVERAGE
582.8 gCO₂PM

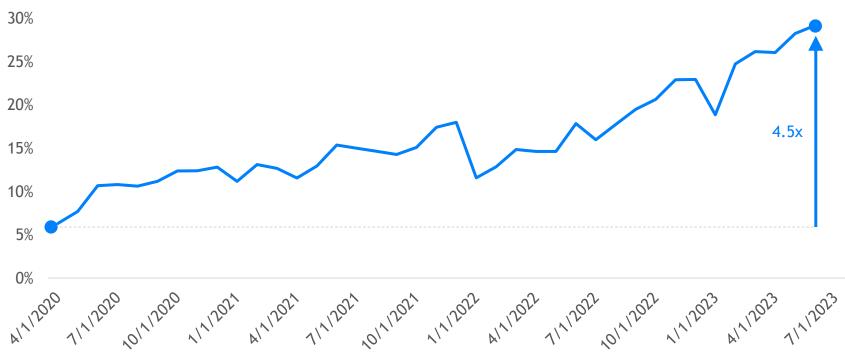Scope3 State Of Sustainable Advertising Report, Q1 2023

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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).
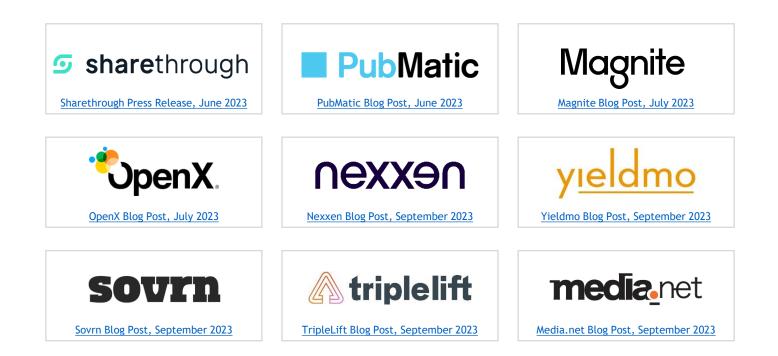
MFA Impressions

MFA 21%

Not MFA 79%

MFA Spend

MFA 15%

Not MFA 85%

ANA Programmatic Media Supply Chain Transparency Study First Look, June 2023

MFA Growth

MFA Share Of Web Auctions

MFA-Free Private Marketplaces

Sharethrough Press Release, June 2023

PubMatic Blog Post, June 2023

Magnite Blog Post, July 2023

OpenX Blog Post, July 2023

Nexxen Blog Post, September 2023

Yieldmo Blog Post, September 2023

Sovrn Blog Post, September 2023

TripleLift Blog Post, September 2023

Media.net Blog Post, September 2023

MFA-Free SSPs

TRUSTX sellers.json file

Kargo Press Release, September 2023

DSP Policies

[Nexxen Blog Post, September 2023](#)

[Yahoo Press Release, September 2023](#)

Agency Policies

[GroupM Press Release, August 2023](#)

3rd Party Measurement

DV Press Release, September 2023

MFA Growth

MFA Share Of Web Auctions