

Ad fraud and invalid traffic

Lack of transparency in ad performance and metrics

Ad blocking technology

Privacy concerns and regulations (e.g. GDPR)

Brand safety issues

Declining click-through rates

Difficulty in reaching target audiences

Rising cost of advertising

Competition from other advertisers

Ad viewability challenges

Ad fatigue among consumers

Ad placement and context issues

Ad relevance and personalization challenges

Ad creative fatigue

Difficulty in measuring return on investment (ROI)

Ineffective targeting strategies

Limited access to premium ad inventory

Ad viewability challenges

Ad fraud and invalid traffic

Lack of control over where ads are displayed

Inability to track cross-device behavior

Lack of integration between different advertising platforms

Limited attribution modeling capabilities

Difficulty in optimizing ad campaigns in real-time

Ad viewability challenges

Difficulty in measuring and optimizing mobile ad performance

Limited access to first-party data for targeting and personalization

Inability to track and measure offline conversions

Difficulty in measuring the impact of social media advertising

Limited access to high-quality video ad inventory

Ad viewability challenges

Inability to track and measure the impact of influencer marketing

Difficulty in measuring and optimizing native ad performance

Limited access to programmatic ad inventory

Ad viewability challenges

Inability to track and measure the impact of content marketing

Difficulty in measuring and optimizing email marketing performance

Limited access to high-impact ad formats (e.g. rich media, interactive ads)

Ad viewability challenges

Inability to track and measure the impact of affiliate marketing

Difficulty in measuring and optimizing search engine marketing performance

Limited access to premium publisher networks

Ad viewability challenges

Inability to track and measure the impact of display advertising

Difficulty in measuring and optimizing retargeting campaigns

Limited access to data for audience segmentation and targeting

Ad viewability challenges

Inability to track and measure the impact of programmatic advertising

Difficulty in measuring and optimizing video ad performance

Limited access to data for cross-channel attribution modeling