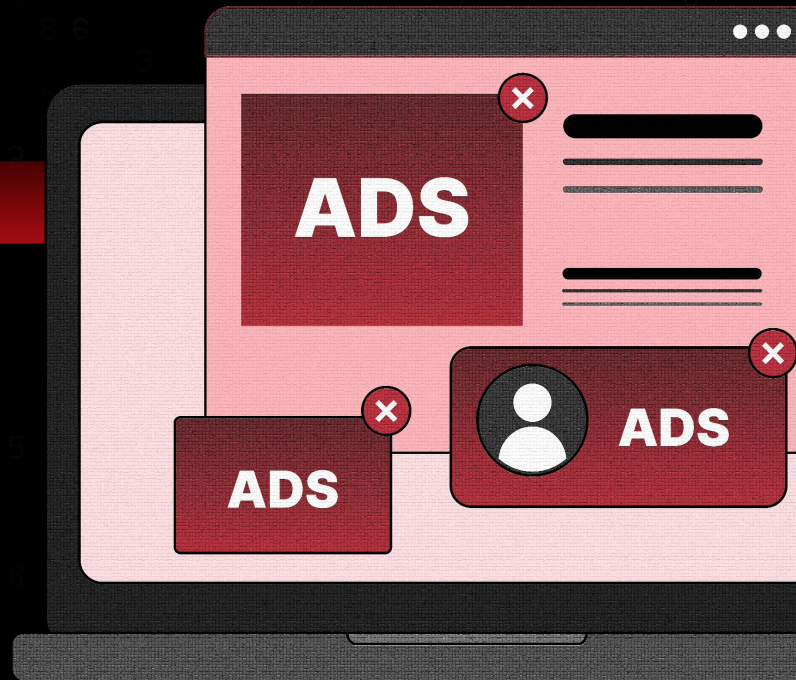# MADE-FOR-ADVERTISING
WEBSITES
BENCHMARKS REPORT
GLOBAL

Q2 2025

An analysis of global open programmatic advertising traffic on MFA websites.

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COMPARE ➜ Mobile Apps, Connected TV

ABOUT THIS REPORT:

This report highlights quarterly trends and benchmarks on made-for-advertising (MFA) websites in Q2 2025. Pixalate's data science team analyzed programmatic advertising activity across 5.5 billion global open programmatic advertising impressions in Q2 2025 (June) to compile this research. Pixalate's datasets — which are used exclusively to derive these insights — consist predominantly of buy-side open auction programmatic traffic sources.

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KEY STATS: GLOBAL MFA WEBSITES BENCHMARKS

As of the end of Q2 2025; based on global open programmatic traffic, as measured by Pixalate

10% of global open programmatic web ad spend was allocated to domains identified as MFA in Q2 2025, **representing an estimated $716 million in global ad spend**

6% of websites with open programmatic ads were flagged as MFA in June 2025, which is up from 4% in March 2025.

12% Invalid traffic (IVT), including ad fraud, was approximately equal on MFA-designated websites compared to non-MFA websites in Q2 2025, according to Pixalate's data.

59% Websites flagged as MFA had an average viewability rate of 59% globally in Q2 2025, which is down from 60% in Q3 2024.

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Access to more data about MFA websites, mobile apps or CTV - Schedule a demo:
pixal.at/demo

MFA WEBSITES
TRAFFIC ANALYSIS

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$716M

Estimated open programmatic ad spend on domains flagged as MFA in Q2 2025, per Pixalate's data

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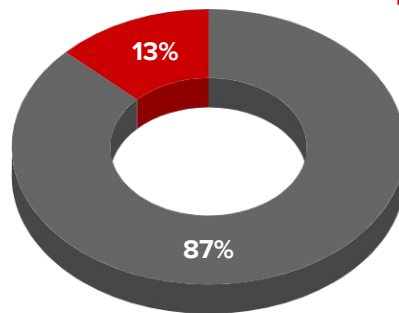# 6% of websites with open programmatic ad spend were **flagged as MFA**

As of the end of Q2 2025; based on global open programmatic traffic, as measured by Pixalate

Global MFA rates
Traffic Analysis; Q2 2025

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■ MFA ■ Non-MFA

13%

87%

**Website Open
Programmatic Ad Spend**

6%

94%
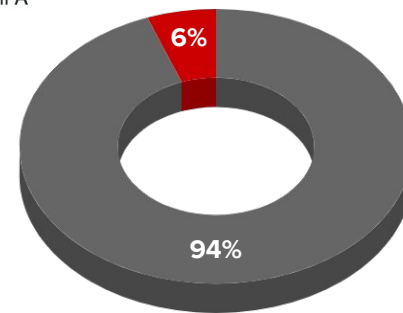
**Unique Websites w/ Open
Programmatic Advertising**

COMPARE ➜ Mobile Apps, Connected TV

6%

The share of websites with open programmatic ads flagged as MFA rose to 6% in June 2025, up from 4% in March 2025.

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Global open programmatic ad spend on MFA websites grew in June 2025 compared to March 2025.

Q3 2024 - Q2 2025; based on global open programmatic traffic, as measured by Pixalate

Global MFA rates
Traffic Analysis; Q2 2025

◆ MFA (%) Ad Spend

● MFA (%) Unique Websites

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MFA (%) Ad Spend: Jul 24: 11%, Aug 24: 13%, Sep 24: 12%, Oct 24: 13%, Nov 24: 12%, Dec 24: 12%, Jan 25: 11%, Feb 25: 11%, Mar 25: 9%, Apr 25: 9%, May 25: 9%, June 25: 13%

MFA (%) Unique Websites: Jul 24: 6%, Aug 24: 7%, Sep 24: 6%, Oct 24: 6%, Nov 24: 6%, Dec 24: 6%, Jan 25: 6%, Feb 25: 5%, Mar 25: 4%, Apr 25: 5%, May 25: 6%, June 25: 6%
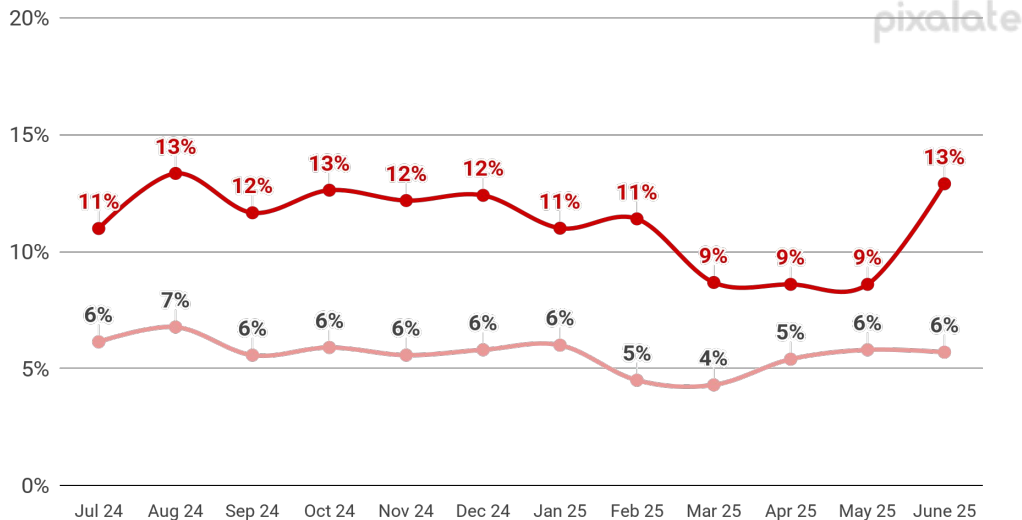
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21%

As of the end of Q2 2025, LATAM had the highest rate of open programmatic ad spend on likely MFA sites (21%), according to Pixalate's data.

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LATAM most impacted by websites flagged as MFA as of Q2 2025

As of the end of Q2 2025; based on global open programmatic traffic, as measured by Pixalate

Want more data? Schedule a demo: pixal.at/demo
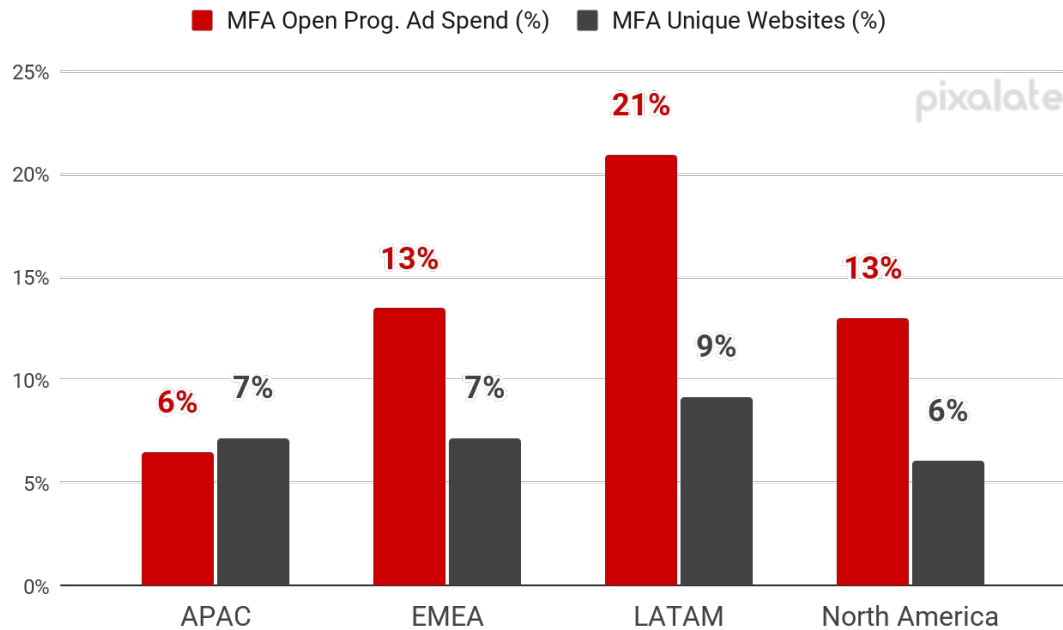
■ MFA Open Prog. Ad Spend (%)   ■ MFA Unique Websites (%)

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	APAC	EMEA	LATAM	North America
MFA Open Prog. Ad Spend (%)	6%	13%	21%	13%
MFA Unique Websites (%)	7%	7%	9%	6%

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12%

Invalid traffic (IVT), including ad fraud, was approximately equal on MFA-designated websites (12%) compared to non-MFA websites (12%) in Q2 2025, according to Pixalate's data.

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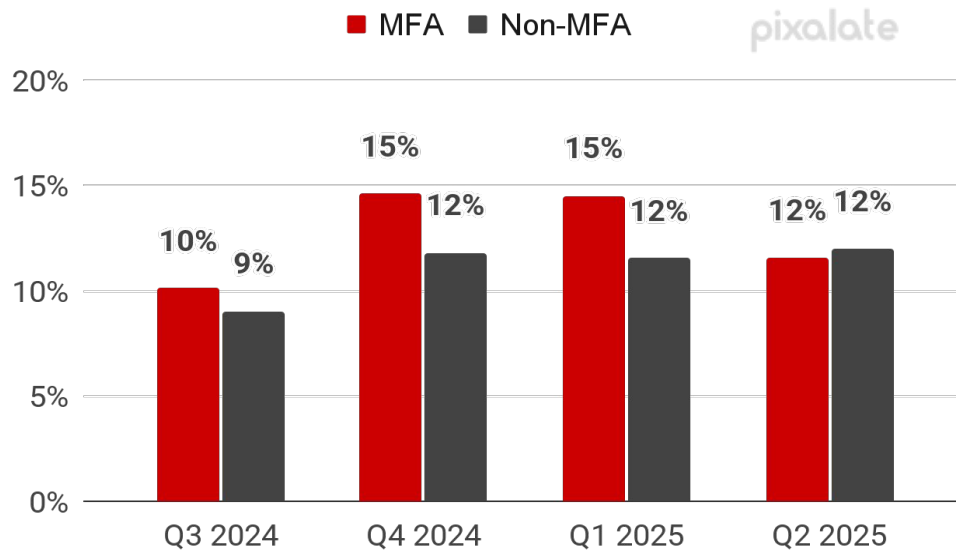# IVT risk on websites flagged as MFA dropped to 12% in Q2 2025

As of the end of Q2 2025; based on global open programmatic traffic, as measured by Pixalate

IVT Risk: MFA vs Non-MFA
Website Global Traffic (%)
Q3 2024 - Q2 2025

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■ MFA ■ Non-MFA

	Q3 2024	Q4 2024	Q1 2025	Q2 2025
MFA	10%	15%	15%	12%
Non-MFA	9%	12%	12%	12%

COMPARE → Mobile Apps, Connected TV

59%

Websites flagged as MFA had an average viewability rate of 59% globally in Q2 2025, which is down from 60% in Q3 2024, according to Pixalate's data.

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As of Q2 2025, websites flagged as MFA had an **average viewability rate of 59%,** slightly lower than the 61% rate observed on non-MFA sites.
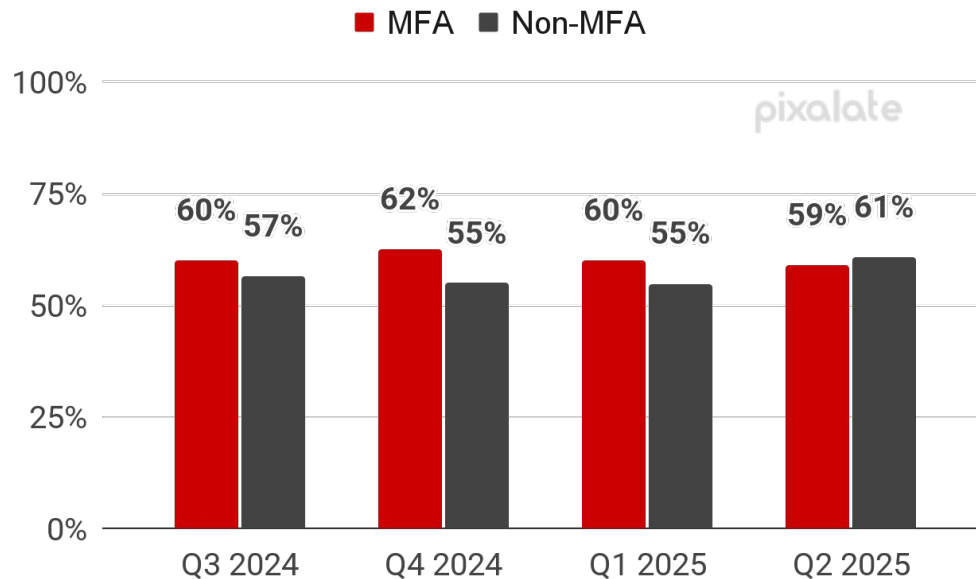
As of the end of Q2 2025; based on global open programmatic traffic, as measured by Pixalate

Average Viewability Rate: MFA vs Non-MFA
Website Global Traffic
Q3 2024-Q2 2025

■ MFA ■ Non-MFA

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	Q3 2024	Q4 2024	Q1 2025	Q2 2025
MFA	60%	62%	60%	59%
Non-MFA	57%	55%	55%	61%

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MFA WEBSITES
DOMAIN ANALYSIS

57%

of estimated global open programmatic ad spend on websites flagged as MFA went to private domains, according to Pixalate's data.
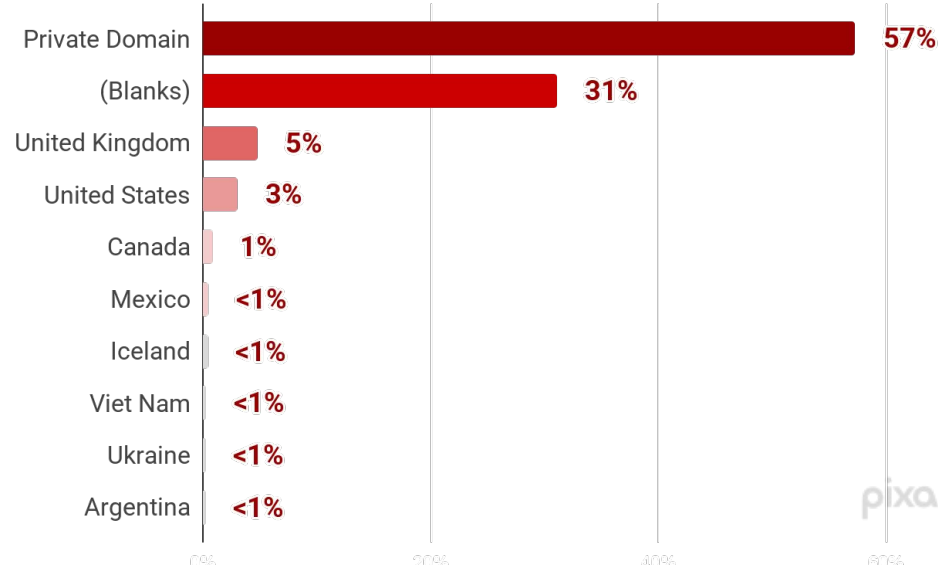
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88% of MFA ad spend went to domains without a disclosed country of registry.

As of the end of Q2 2025; based on global open programmatic traffic, as measured by Pixalate

Domain Country of Registration
Website Ad Spend (%)
Q2 2025

Category	Percentage
Private Domain	57%
(Blanks)	31%
United Kingdom	5%
United States	3%
Canada	1%
Mexico	<1%
Iceland	<1%
Viet Nam	<1%
Ukraine	<1%
Argentina	<1%

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MFA open programmatic web traffic was nearly **2x** more likely to originate from a private domain compared to non-MFA traffic.
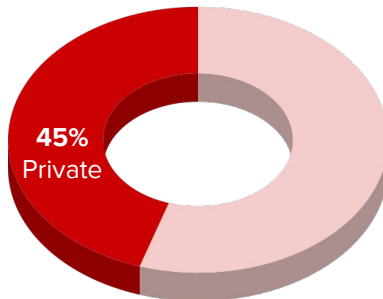
As of the end of Q2 2025; based on global open programmatic traffic, as measured by Pixalate

Public and Private Domains: MFA vs Non-MFA
Website Ad Spend (%)
Q2 2025

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45%
Private

24%
Private
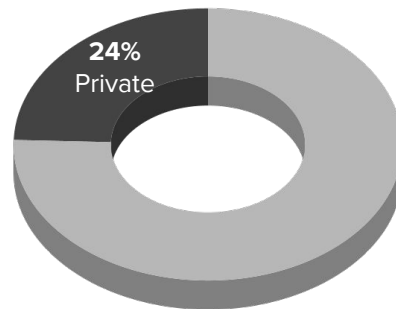
MFA websites

non-MFA websites

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31%

of estimated global open programmatic ad spend on likely MFA websites in Q2 2025 went to domains in the "Computers & Internet" category, according to Pixalate's data.

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31% of MFA global ad spend went to "Computers & Internet" category

As of the end of Q2 2025; based on global open programmatic traffic, as measured by Pixalate

MFA Websites Categories
% of Ad Spend on Likely MFA Sites by Category
Q2 2025

Category	%
Computers & Internet	31%
News & Media	21%
Entertainment	8%
Reference	4%
Science	3%
Food & Drink	3%
Sports	3%
Business	2%
Music	1%
Health	1%
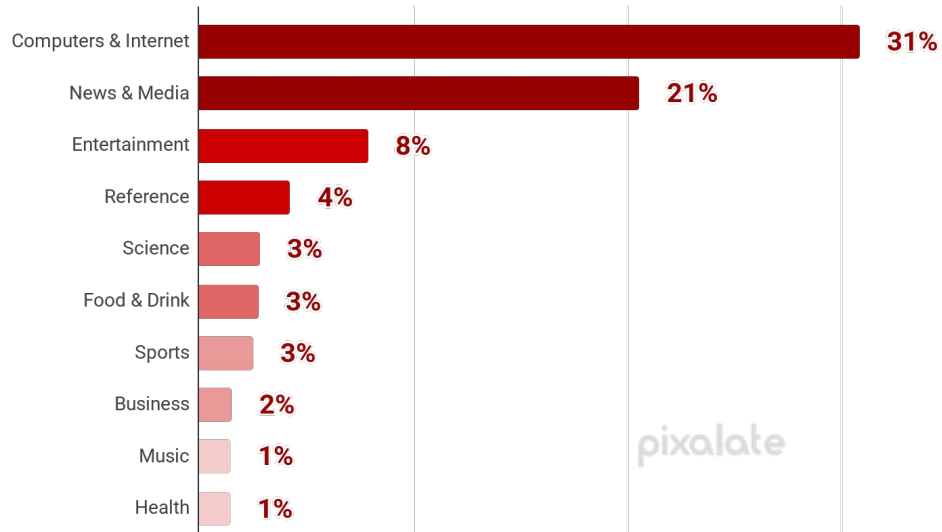
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METHODOLOGY
& DISCLAIMER

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METHODOLOGY

For this report, Pixalate's data science team analyzed 5.5+ billion open programmatic ad impressions globally in Q2 2025 (June). Non-trend data points are based on measured MFA data at the end of Q2 2025. In this report, the analysis of quarterly trends is based on data from the final month of each respective quarter—i.e. June for Q2 and March for Q1—utilized as a representative measure of end-of-quarter trends.

In the context of this report, programmatic ad transactions, as measured by Pixalate, are proxied for advertising share of voice and advertising spend. Pixalate's datasets — which are used exclusively to derive these insights — consist predominantly of buy-side open auction programmatic traffic sources.

IVT

As used herein, and per the MRC, "'Invalid Traffic' (IVT) is defined generally as traffic that does not meet certain ad serving quality or completeness criteria, or otherwise does not represent legitimate ad traffic that should be included in measurement counts. Among the reasons why ad traffic may be deemed invalid is it is a result of non-human traffic (spiders, bots, etc.), or activity designed to produce fraudulent traffic."

HOW DOES PIXALATE FLAG DOMAINS AS MADE FOR ADVERTISING (MFA)?

Pixalate bases its MFA designations on observed traffic from its global data pool, and does not rely solely on crawling, since crawlers can be easily gamed. There are a number of characteristics that Pixalate checks for website MFA detection:

- **Ad Refresh Rate** *(number of ads shown on the device per minute)*
- **Ad Density** *(number of placement IDs detected per minute)*
- **Social Traffic Rate** *(based on the volume of traffic sourced from social media)*
- **Paid Traffic Rate** *(based on the volume of traffic from paid sources)*

Pixalate analyzes these traffic signals and flags sites as likely MFA when any of the factors are extreme outliers, calculated by analyzing quantiles for all ad impressions per website. Pixalate further classifies MFA websites as "medium" or "high" risk depending on the severity and quantity of the measured MFA signals. Pixalate flags websites as likely MFA on a per-month basis, meaning changes in advertising patterns may cause Pixalate's MFA classification of certain websites to fluctuate month over month. Pixalate's methodologies undergo continuous review and enhancement. For more information, visit Pixalate's MFA knowledge base.

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The content of this report reflects Pixalate's opinions with respect to the factors that Pixalate believes can be useful to the digital media industry. Any data shared is grounded in Pixalate's proprietary technology and analytics, which Pixalate is continuously evaluating and updating. Any references to outside sources should not be construed as endorsements. Pixalate's opinions are just that, opinions, which means that they are neither facts nor guarantees.

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ABOUT PIXALATE

Pixalate is a global platform for privacy compliance, ad fraud prevention, and data intelligence in the digital ad supply chain. Founded in 2012, Pixalate's platform is trusted by regulators, data researchers, advertisers, publishers, ad tech platforms, and financial analysts across the Connected TV (CTV), mobile app, and website ecosystems. Pixalate is MRC-accredited for the detection and filtration of Sophisticated Invalid Traffic (SIVT).

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