

Q3 2025 Ad Quality Report

Omnichannel Ad Quality and Malvertising Trends

GeoEdge's Ad Quality Report examines the prevalence and origins of malvertising attacks on global devices across programmatic advertising channels. [Here's how AdTech fared in Q3 2025:](#)



Malvertising-as-a-Service is scaling the global fraud economy, expanding user risk across 33 countries.



Threat actors are pushing deeper into in-app supply as it becomes a higher-return channel for abuse.



Intrusive formats are rising, degrading user experience and weakening monetization performance.

GeoEdge monitored and analyzed billions of advertising impressions across premium websites, apps, and SSPs to compile the research presented in this report. The data was collected using GeoEdge's real-time ad security solution, which assesses ad quality and malvertising blocking on live impressions across devices and channels.

Q3 2025 Ad Quality Trends



Malvertising-as-a-Service (MaaS) Fuels a New Surge of Fraud

Malvertising volumes hit new YTD highs across North America. SSPs see elevated threat pressure across open exchange and curated supply paths.



Mobile App and Gaming Supply Becomes a Hot Zone for Malware

Non-gaming apps see malicious ads as often as 1 in 120 impressions, rising to 1 in 77 in gaming apps.



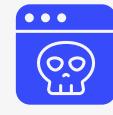
Floating Ads Surge, Disrupting User Journeys Across Top Markets

Floating ads double across the United States, the United Kingdom, Germany, and Italy.



Auto-Redirect Attacks Reach the Highest Share on Record

Auto-redirects make up nearly 80% of all malicious incidents, marking their largest share this year.



Premium SSP Supply Comes Under Pressure as Threat Actors Go Upmarket

Premium publishers see a surge in targeted attacks as ScamClub-style variants push into high-value inventory once considered low risk.



Heavy Ads Spike, Driving Slow Loads and User Drop-Off

Heavy ads increase across the United States and the United Kingdom, slowing pages and straining performance.

2025 Global Programmatic Malvertising Index

In Q3, malvertising reaches its highest year-to-date level, driven by Malvertising-as-a-Service (MaaS) payloads targeting high-CPM geographies. That pressure is now moving upmarket: premium North American inventory is directly targeted, with the U.S. and Canada reporting record activity during the quarter.

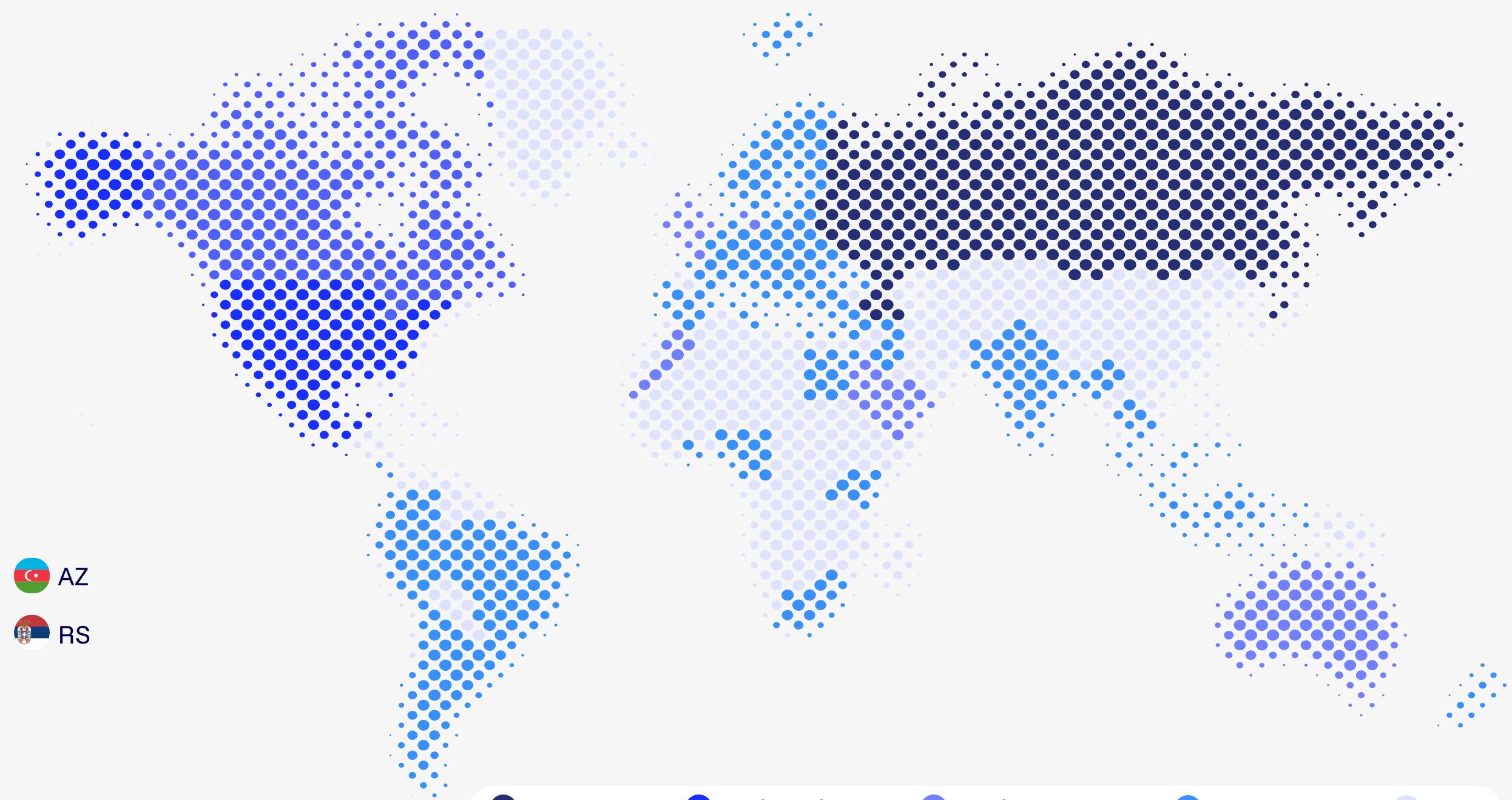
Severe Malvertising Rate



High Malvertising Rate



Moderate Malvertising Rate

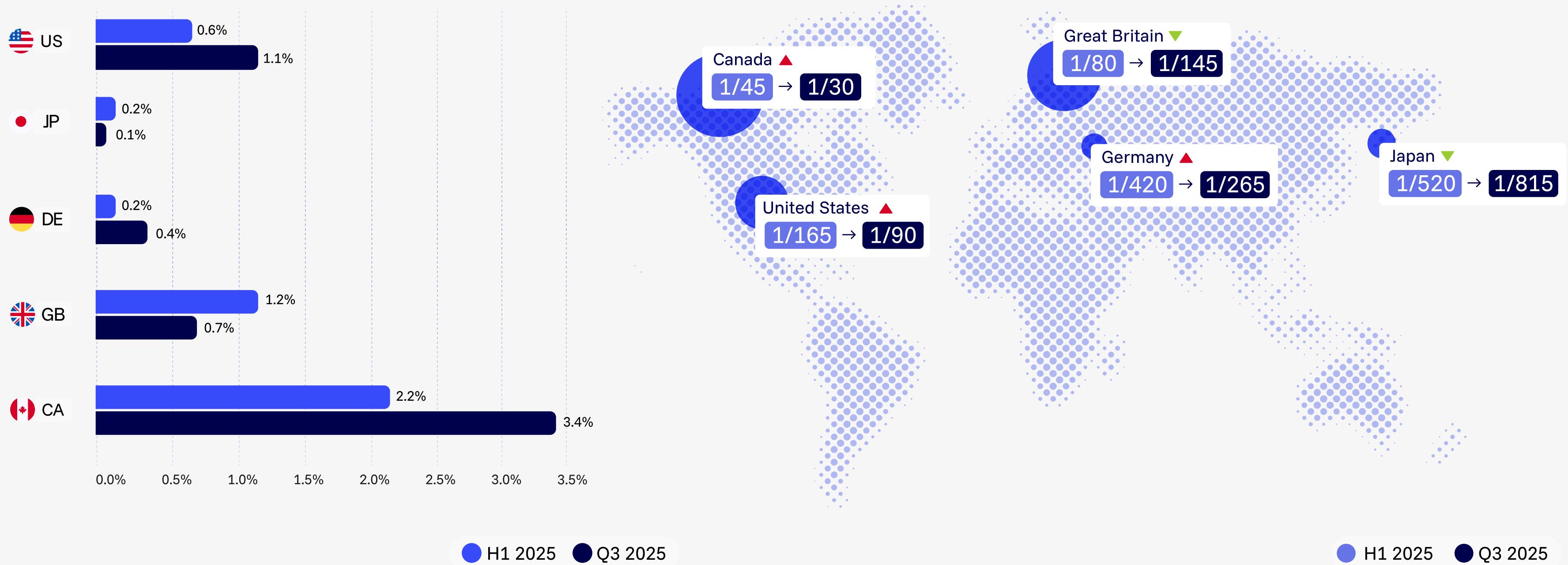


● Severe: 5%+ ● High-Risk: 1-5% ● Moderate: 0.5-1% ● Low: 0.0- 0.5% ● N/A

Malvertising Threatscape: Global HotSpots

Threat actors concentrate more heavily in the U.S., Canada, and Germany, driving higher malvertising and policy abuse. Great Britain and Japan see relief as activity temporarily shifts away from those markets.

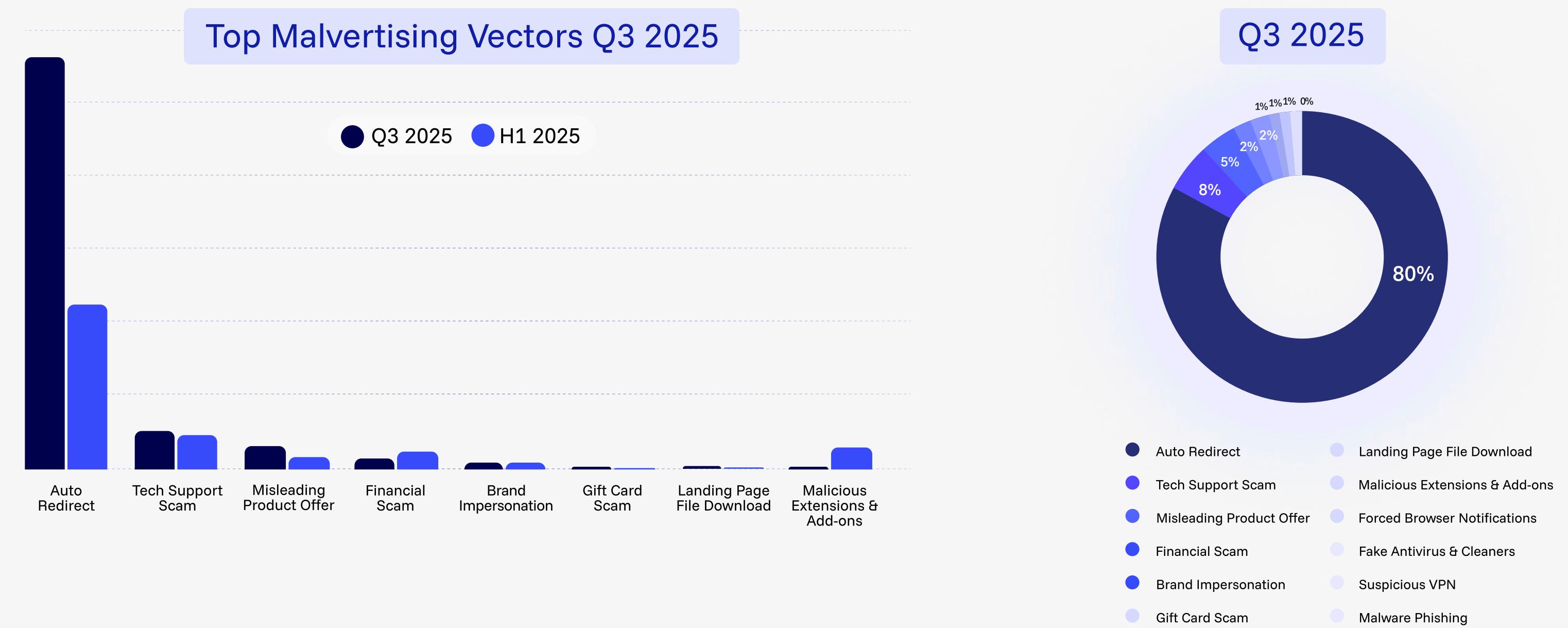
Malvertising Rate Per Country



Auto-Redirects Dominate: Q3 Vs H1 Malvertising Vectors

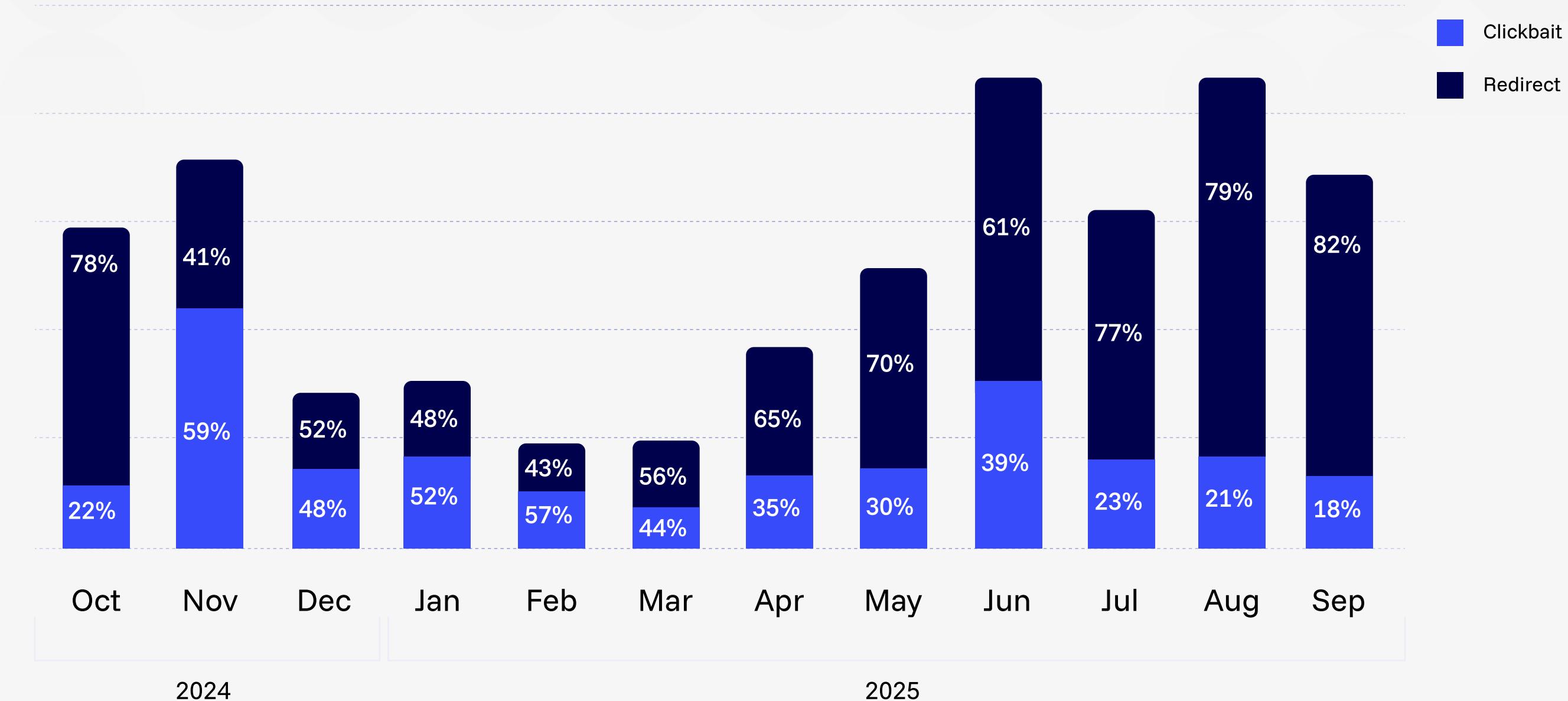
In Q3 2025, Auto-Redirects represent 80% of all malicious activity, marking the highest share on record and a 33% lift over the H1 2025 average. Top malvertising vectors are:

[Auto-Redirects](#) [Tech Support Scams](#) [Financial Scams](#)



Malicious Advertising: Auto Redirects Vs Clickbait Scams

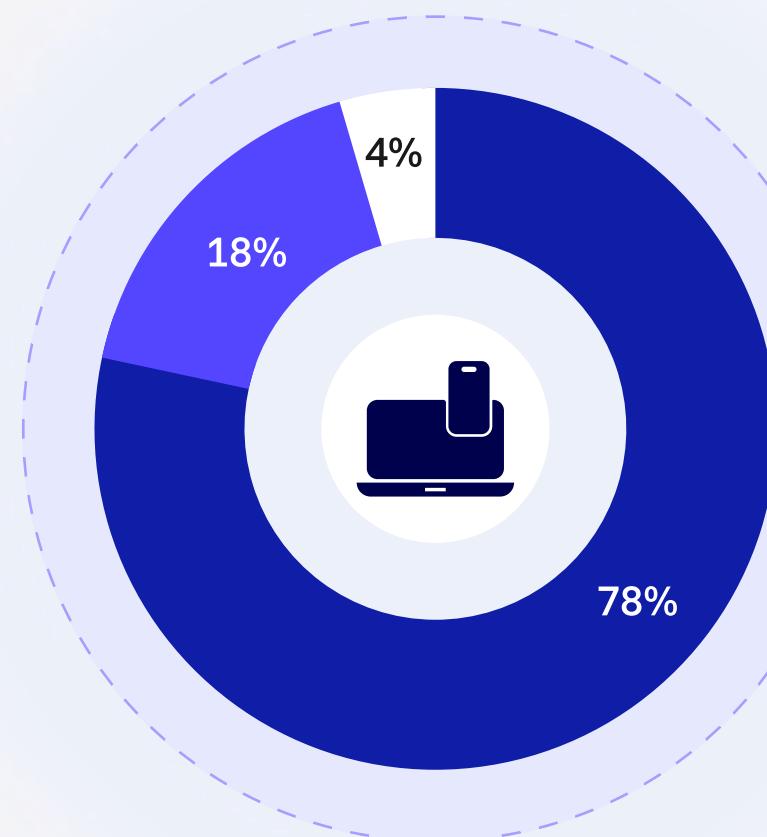
Redirect and clickbait attacks climbed steadily through 2025, with June, July, and August emerging as the highest-risk months for users so far this year.



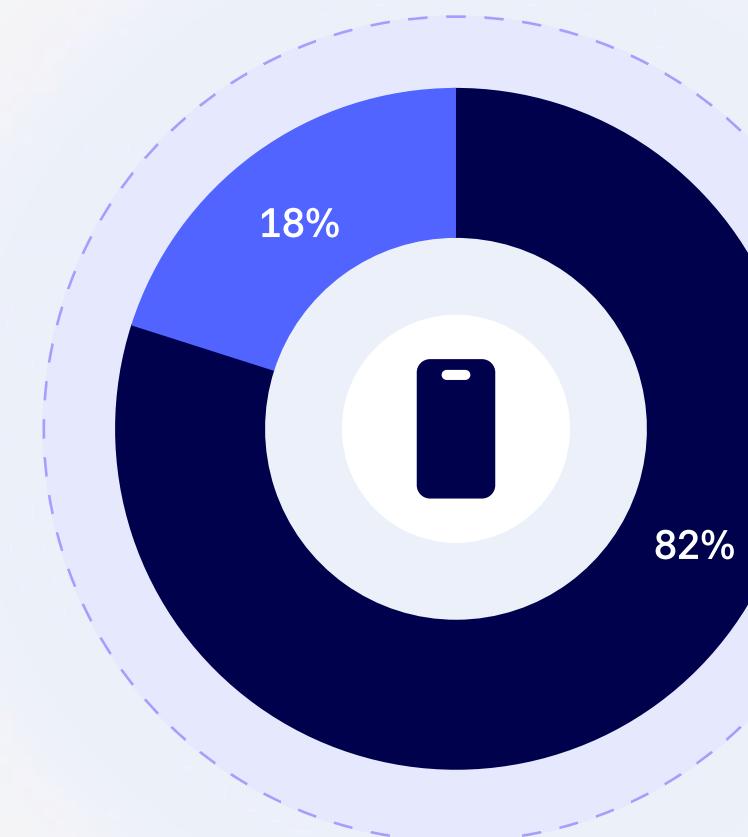
Malvertising Device Breakdown

Auto-redirects have emerged as the predominant attack method across devices. Threat actors are increasingly relying on redirect chains that execute rapidly, scale across open supply, and enable fraud without user interaction.

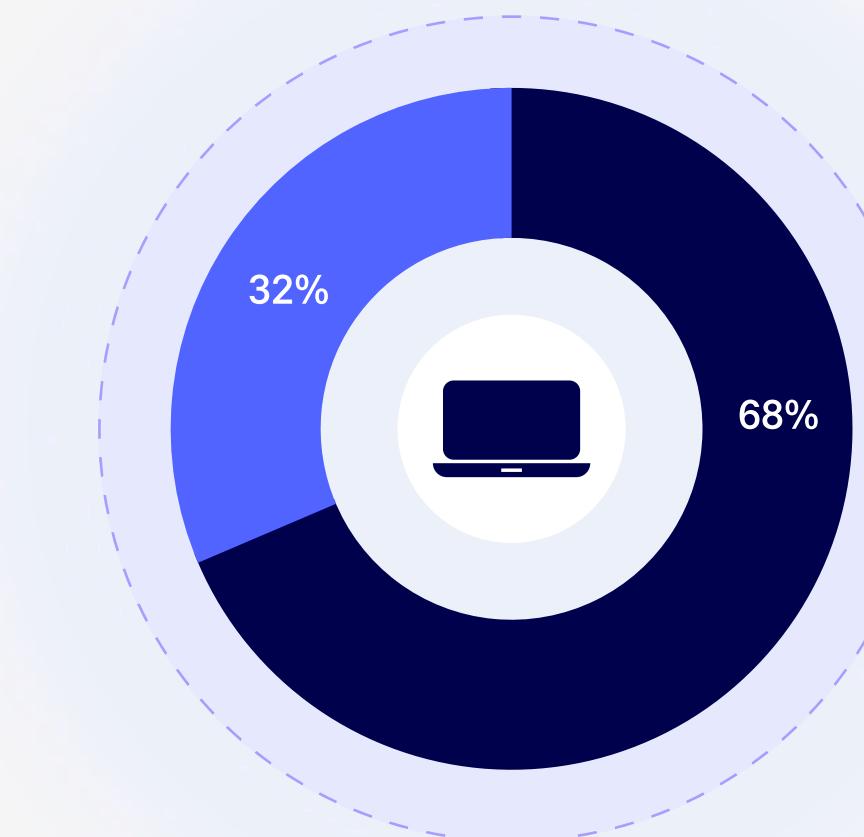
All Devices



Mobile



Desktop



In-App Ad Quality Landscape

Apps (Non-gaming)

1 in 120 served ads are malicious

1 in 106 served ads are offensive/sensitive

1 in 120 served ads are gambling/betting related

Games

1 in 77 served ads are malicious

1 in 182 served ads are offensive/sensitive

1 in 53 served ads are gambling/betting related

GeoEdge's Security Lab: Trends Inside the In-App Threatscape

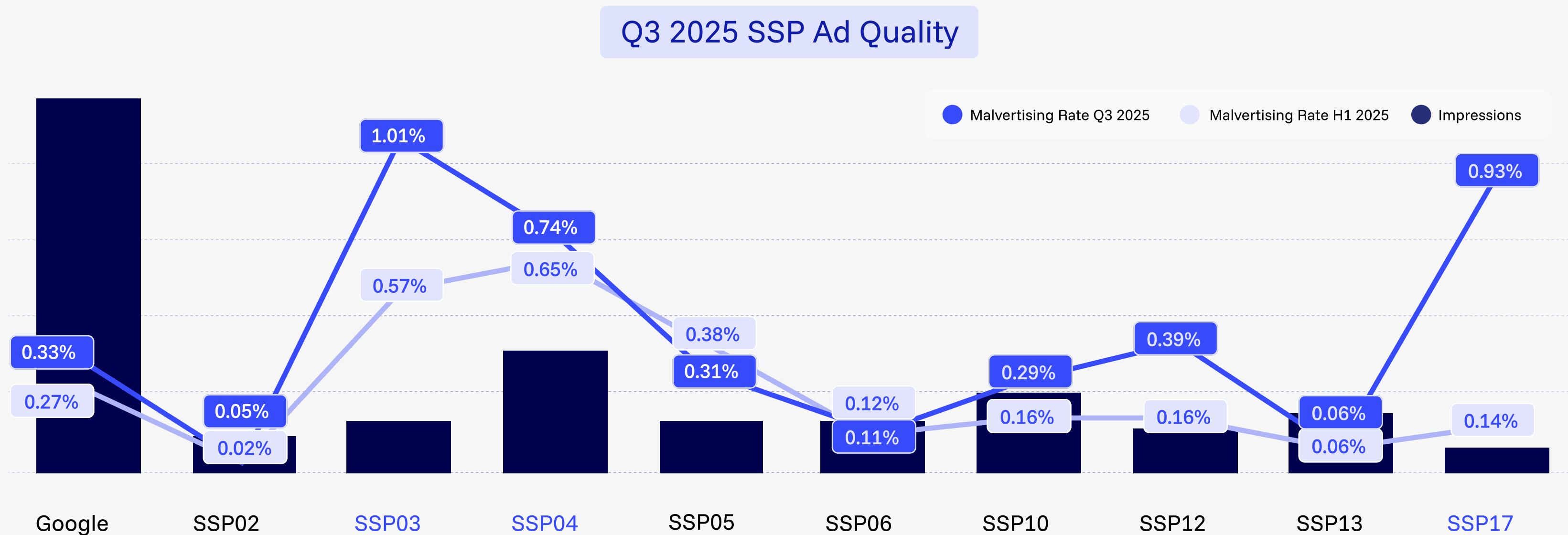
 **Malicious Apps Go Mainstream:** Malicious apps are increasingly appearing in official stores disguised as common utilities. Once installed, they serve stealthy malware to defraud users.

 **Clickless Payloads at App Launch:** In-app malvertising rises as App Open placements and instant auto-redirect chains trigger on launch, often without any user interaction.

 **Third-Party App Stores are the New Dark Supply Path:** As official store reviews tighten, threat actors shift distribution to third-party app markets where malicious variants scale faster and oversight is limited.

 **Generative AI = The Fraud Multiplier:** Fraud groups are using generative AI to create realistic app interfaces, fake reviews, and behavioral patterns that pass automated checks, enabling faster production of malicious variants.

SSP Malvertising Index



SSP17

SSP17 was impacted by a ScamClub display attack, resulting in distribution of this variant to US traffic.

SSP03

SSP03 reappears on the list this quarter. Although typically low risk, it remained on the Q3 watchlist and was impacted by a Tech Support Scam campaign targeting mobile users in Canada.

SSP04

SSP04 recorded elevated threat activity this quarter, with infection rates rising to 0.74% globally. Most observed incidents originated from auto-redirect attacks concentrated in U.S. and Japan traffic.

Watchlist for 2026

SSP17

SSP03

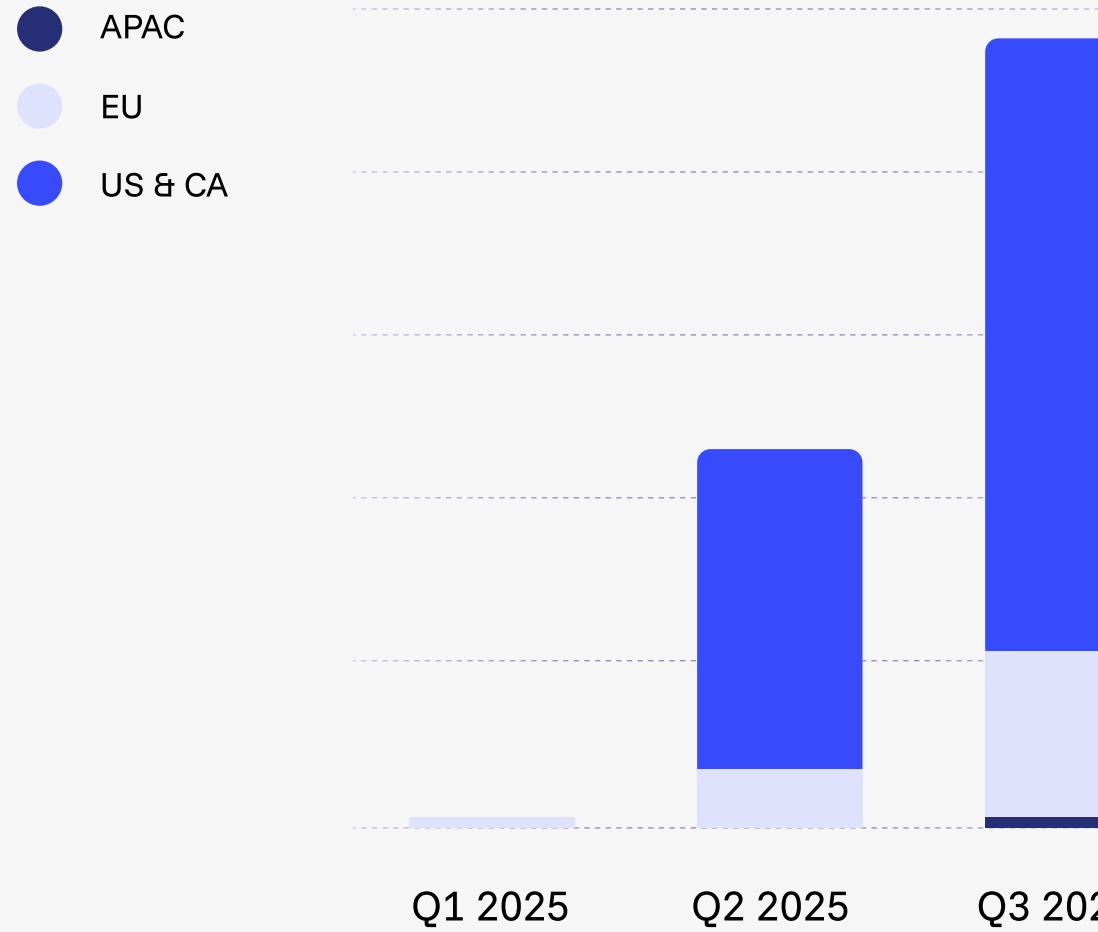
SSP04

User Experience at Risk

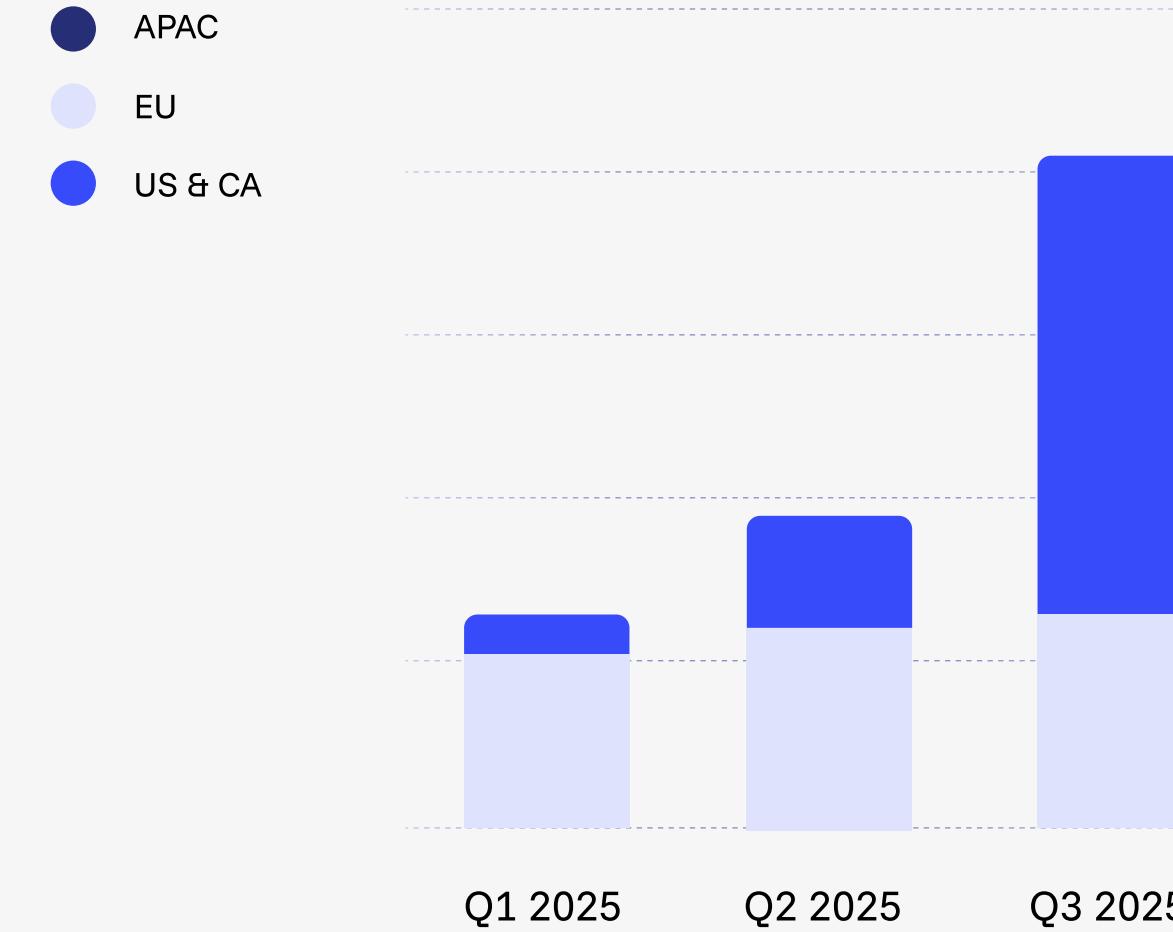
Floating Ads and Heavy Ads Have Surged **2x** since Q2

Floating ads are surging across premium inventory, with growth concentrated in the United States and accelerating in the United Kingdom, Germany, and Italy. Heavy ads are also rising, with the United States and the United Kingdom emerging as the primary hotspots.

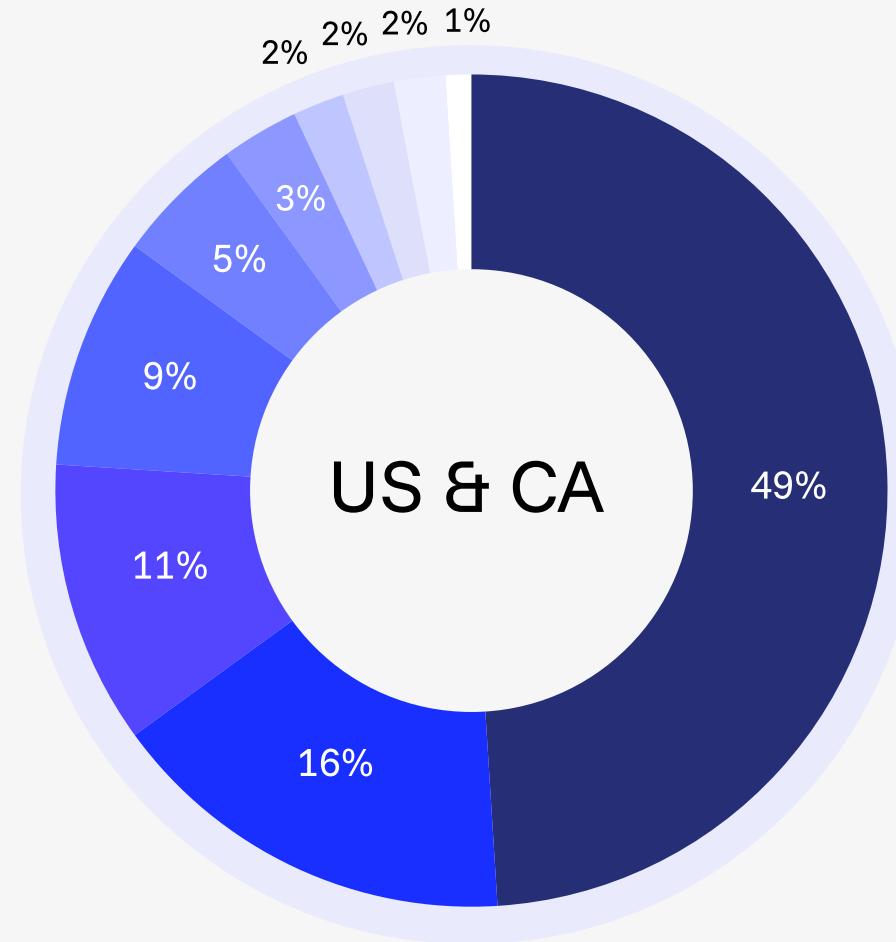
Q3 2025 Floating Ad Ratio



Q3 2025 Heavy Ads



Ad Content Blocked By Region

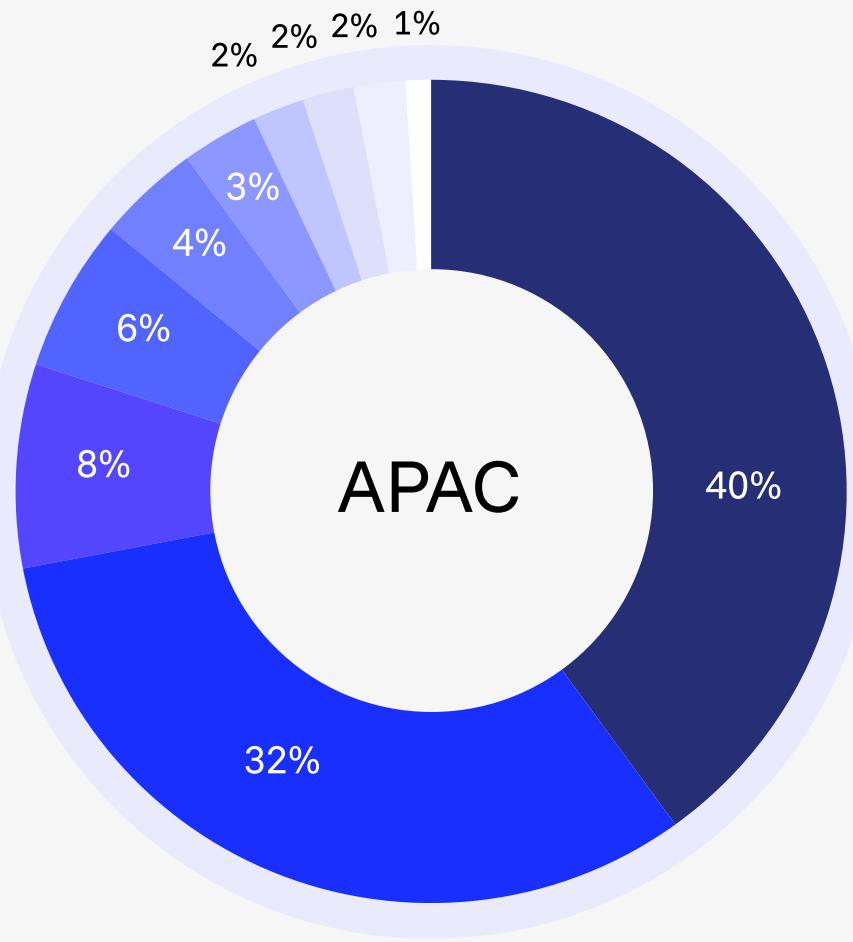


- Gambling
- App Store Category - Games
- Law, Government & Politics
- Health
- Marijuana
- Tobacco
- Pharmaceuticals
- Alcohol
- Weapons
- Swimwear and Intimate Apparel

→ US & CA

11%

of all blocked ads in North America fall into the Health category, reflecting tighter scrutiny around medical, wellness, and supplement claims across the region.

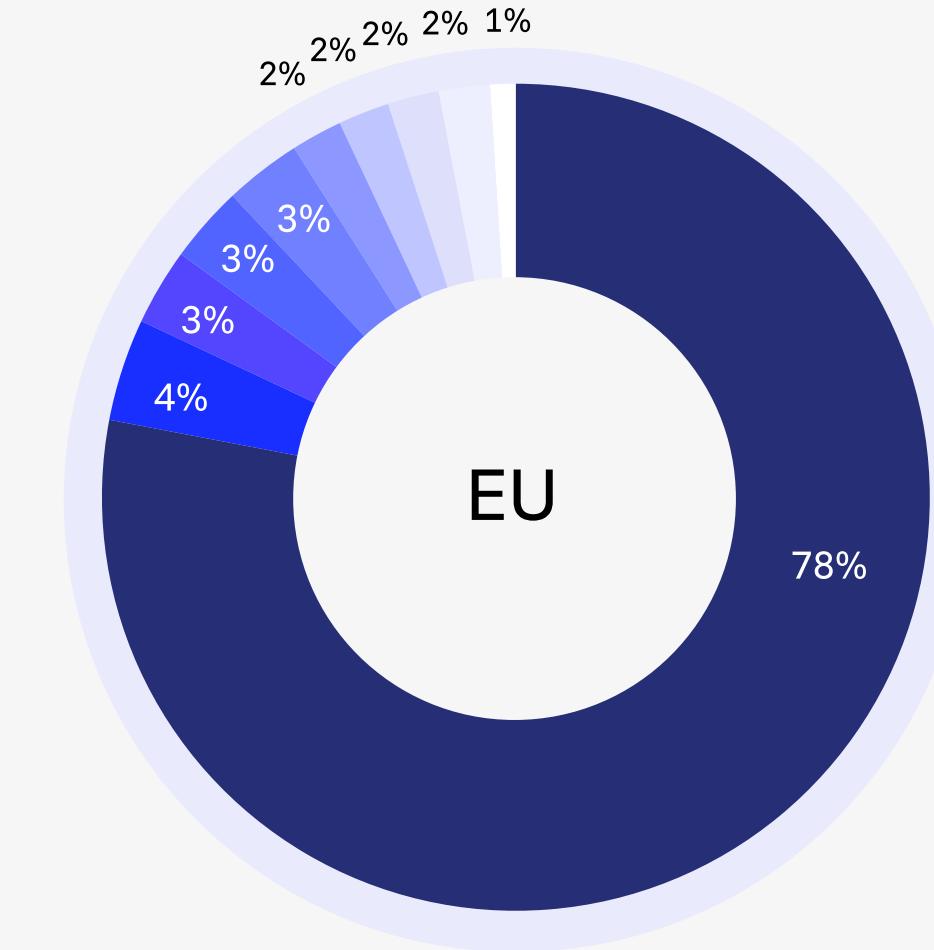


- App Store Category - Games
- Gambling
- App Store Category - Finance
- Weapons
- Pharmaceuticals
- Tobacco
- Swimwear and Intimate Apparel
- Health
- Cryptocurrency
- News and Media

→ APAC

32%

32% of blocked ads in APAC were gambling-related, extending a year-over-year pattern.



- Gambling
- App Store Category - Games
- Tobacco
- Marijuana
- Pharmaceuticals
- Alcohol
- News and Media
- Health
- Swimwear and Intimate Apparel
- Law, Government & Politics

→ EU

78%

78% of all blocked ads in Europe were gambling ads by far the highest global concentration reflecting strict regional regulations.



The New Standard in Omnichannel Ad Quality

Digital safety for the world's busiest screens. We protect the internet's most valuable asset: people. GeoEdge's malvertising protection and ad quality solutions help publishers and platforms across web, CTV, and in-app prevent unwanted ads and safeguard the user experience. With GeoEdge, ensure every ad meets safety, technical, and creative quality standards before it reaches users.