PROPELLERADS POLICY & SECURITY REPORT

# Ads Safety Report: Q2 2026

An overview from PropellerAds' Policy and Security team of campaign rejection trends, advertiser suspension patterns, and high-risk markets observed in Q2 2026.

**20,790**
Campaigns rejected in Q2 2026

**~45.9%**
Antivirus alerts or malware: top rejection category

**67.3%**
Cloaking: #1 suspension reason

PropellerAds' Policy and Security team compiles what actually occurred on the platform each quarter: which campaigns were rejected, which advertisers were flagged retroactively, and where the highest-risk activity originated. The objective is to provide advertisers and partners with a clear and accurate view of the risk landscape to support their planning.

SECTION 01

## Rejected or Blocked Campaigns By Type

In Q2 2026, platform moderation rejected or blocked 20,790 campaigns for violating PropellerAds' rules and terms of service.

Rejected or Blocked Campaigns by Type · Q2 2026 · Ads Safety Report

| CATEGORY | SHARE |
|---|---|
| **Antivirus alerts or malware on campaign-related domains** | **45.9%** |
| Other policy violations | **14.4%** |
| Copyright | **12.5%** |
| Type of content restricted in specific regions | **6.1%** |
| Prohibited products | **5.6%** |
| Adult, pornographic, sexual, or erotic content | **5.3%** |
| False or deceptive investment advice | **4.7%** |
| Malware-related claims ("device infected", "viruses found", etc.) | **2.9%** |
| Automatic file downloads | **2.6%** |

**45.9%**
Malware and unsafe landing pages now account for nearly half of all rejections this quarter.

**5.3%**
Adult content share fell sharply from Q1's 47.8% and is no longer the leading rejection driver.

Malware and antivirus alerts now account for approximately 45.9% of rejections, making this the leading category this quarter. Moderation reviews extend beyond the landing page itself to every domain across the full redirect chain; a malware signal or antivirus flag detected anywhere along that chain results in immediate rejection. Adult content rejections, by contrast, declined significantly compared to Q1 (47.8%), reflecting a set of preventive measures introduced across moderation.

Adult content has fallen to 5.3% of rejections this quarter: it remains present but is no longer the primary concern it once was. Copyright (12.5%) and the broader "other policy violations" category (14.4%) now represent larger shares as well, indicating a rejection landscape distributed across a wider range of issues rather than concentrated in a single category.

SECTION 02

## Suspended Advertisers By Type

Cloaking remains the leading cause of advertiser suspensions, while adult content has emerged this quarter as the second most common standalone reason for suspension.

Suspended Advertisers by Type · Q2 2026 · Ads Safety Report

| CATEGORY | SHARE |
|---|---|
| **Cloaking** | **67.3%** |
| Adult, pornographic, sexual, or erotic content | **15.9%** |
| Other violations | **8.2%** |
| Fake tech support schemes | **4.5%** |
| Fake ID | **4.1%** |

Cloaking continues to represent the primary mechanism behind account suspensions rather than an isolated violation, reflecting the infrastructure fraudsters build to conceal landing pages from moderators. The share remained broadly consistent with Q1 (67.3% versus 68.1%), indicating continuity rather than change.

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> **Kate Shmeleva**
> Head of Business Security, PropellerAds
>
> *Cloaking is not an edge case for us; it is the baseline assumption. If a landing page appears clean at the moment of review, our task is to consider what it could become after launch. This is why re-verification is not a formality: it is where we identify campaigns that were designed specifically to pass the initial check.*

The notable development this quarter is that adult content now appears as a standalone suspension reason (15.9%), rather than being identified only at the rejection stage. This suggests that some advertisers are attempting to bypass initial moderation. Malware-related violations and scam landing pages, both distinct categories in Q1, were not recorded as standalone suspension reasons this quarter.

**67.3%**
Cloaking remains the core mechanism behind suspensions, broadly consistent with Q1.

**15.9%**
Adult content emerges as a standalone second-largest suspension category this quarter.

SECTION 03

## High-Risk GEOs

Fraudulent activity is not evenly distributed across markets. Two geographic clusters accounted for the majority of policy violations and suspensions this quarter: Tier-1 markets and Turkey.

### 🌍 Tier-1 Markets

HIGH-INVESTMENT FRAUD

Higher advertiser payouts (CPC/CPA) make these markets attractive for high-investment fraud, including cloaking and malware distribution. The potential for strong returns justifies the cost of building more sophisticated infrastructure to bypass stricter moderation.

US · UK · CA · AU · DE | Cloaking | Malware Distribution | High CPC / CPA

### 🇹🇷 Turkey (TR)

MIXED RISK PROFILE

Turkey presents a mixed risk profile, combining moderate traffic costs with strong conversion potential. This makes it a target for malicious actors running misleading subscription flows and deceptive offers, positioning it between Tier-1 markets and emerging high-volume markets in terms of risk exposure. Repeated attempts to launch malware-based offers have also been observed in this market.

TR | Subscription Fraud | Deceptive Offers | Prohibited Campaigns

> "
> **Kate Shmeleva**
> Head of Business Security, PropellerAds
>
> *This quarter's data reflects a shift toward malware and unsafe landing pages as the leading rejection risk, while cloaking remains largely unchanged as the primary reason accounts are suspended.*

CONCLUSION

## Our Commitment to Ads Ecosystem Safety

As fraud tactics continue to evolve, PropellerAds remains committed to identifying and addressing emerging threats across its ecosystem. By continuously refining our moderation processes and applying data-driven insights, we aim to maintain a safer and more transparent environment for advertisers and users alike.

We will continue to monitor key trends and publish regular reports to keep the market informed, helping our partners navigate the risk landscape with confidence.

**🔍 Proactive Monitoring**
Identifying new fraud patterns and tactics before they scale.

**🛡️ Multi-Layer Defense**
Combining automated detection with expert moderation review.

**📊 Data-Driven Insights**
Providing regular, data-backed reporting for advertisers and partners.

**🤝 Ecosystem Transparency**
Building trust through open communication about risks and enforcement.