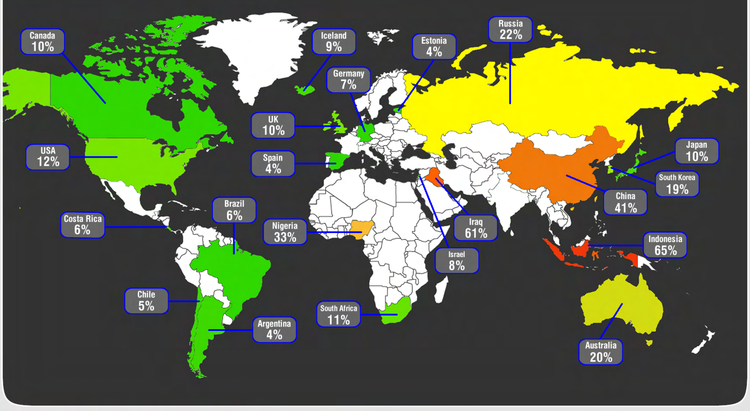
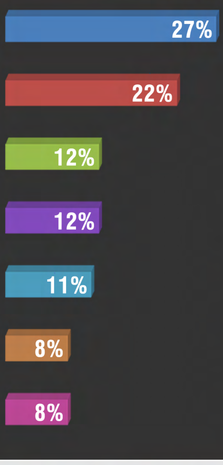
The Click Forensics First Half 2013
Click Fraud Report

Invalid Rates By Country



Invalid Clicks By Type



KNOWN OFFENDER
Clicks that originate from IPs that have been identified by Adometry to be known bad actors.

COLLUSION
Multiple players involved in organized fraud activities generated by botnets or click farms.

ABNORMAL KEYWORD DISTRIBUTION
Abnormal distributions of keywords coming from a source or going to a destination.

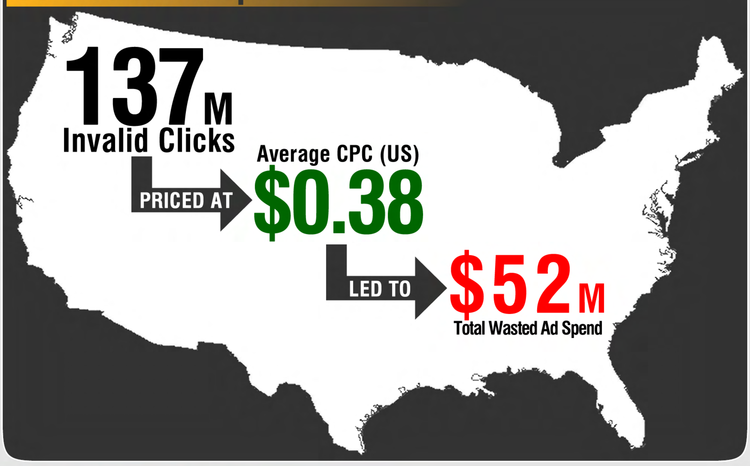
POOR COMMUNITY REPUTATION
Clicks flagged due to suspicious community data and low reputation scores.

FAST CLICK
Time between impression and click is too small for human interaction.

VELOCITY ANOMALIES
A rapid sequence from the same cluster of clicks indicating non-human interaction.

OTHER
Any other Click Forensics algorithm that determines an invalid click type.

US Wasted Ad-Spend



Additional Insights

Click Forensics Data Backs Up The Trends

- When there's a lack of transparency, bad actors emerge
- DoubleVerify study claims $7M wasted per month
- Chameleon botnet costs advertisers $6M per month
- Even top brands have fallen prey to click fraud

Protect Your Advertisers And Networks

Take Advantage of Block Lists
Utilize block lists daily when available. The Click Forensics Known Offenders List was particularly helpful in identifying bad actors such as the Chameleon botnet during Q2.

Utilize 3rd Party Analytics
Each Ad Network and Publisher has some level of quality control, however none can replicate the sophistication of 3rd party platforms such as Click Forensics by Adometry. Additionally, audit your partners to ensure they also use 3rd party traffic analytics.

Have Direct Relationships with Partners
Meet with and get to know your business partners on a personal level. Insist that these partners inform you of new traffic sources or optimization schemes. Monitor sources and share data that proves that you are aware of traffic issues with these sources.

Policy of Transparency
Require your traffic partners to provide transparency into downstream traffic sources. Vet these sources utilizing products such as Click Forensics and keep track of changes to the traffic mix.

Be Skeptical
If traffic patterns, conversions, or revenue take unexpected turns, there is likely a problem! Some anomalous patterns may benefit you in the short term, but react to these increases the same as you would to decreases. Assume there is a problem.

SOURCES: Adometry Click Forensics Q1 + Q2 Report, Adotas "Combatting Click Fraud: An Ad Network Checklist", Digiday "When Will Ad Tech Grow Up?", Business Insider "Study: Adtech Fraud Costs Advertisers $7 Million Per Month", Search Engine Land "Report: Global PPC Spend Rises 15% On Higher Click Volume And Click-Through Rates In Q1"

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