



Click Fraud Myths and Truths

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What is Click Fraud?

- “Follow the money” to understand it
- Two forms
 - Competitors
 - Publishers



Click Fraud From Competitors

- They click your ads to cost you money
 - Clicks generated by staff, robots or outsourced
 - Goal is to run out your budget so ads go dark
 - Most likely on high cost ads
 - Almost always happens on search results ads
 - Less common & costly than many assume

fresh fruit - Google Search - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail Wordpad New Tab Help

Address <http://www.google.com/search?sourceid=navclient&aq=t&ie=UTF-8&rls=GGLJ,GGLJ:2006-19,GGLJ:en&q=fresh+fruit> Go Links

Google Go Bookmarks PageRank 0 blocked Check Look for Map Settings

Sign in

Google Web Images Groups News Froogle Maps more »

fresh fruit Search [Advanced Search](#) [Preferences](#)

Web Results 1 - 10 of about 35,800,000 for [fresh fruit](#). (0.05 seconds)

Be The Office Hero Sponsored Links
www.fruitguys.com Get weekly **fruit** at work for staff. Farm **Fresh**. Trial discount offer.

Fresh Fruit at Amazon Sponsored Links
Amazon.com Shop 80,000+ products with one cart Your source for online Gourmet Food

United Fresh Fruit & Vegetable Association
 The national trade organization representing the interests of producers and distributors of commercial quantities of **fresh** fruits and vegetables.
www.uffva.org/ - 15k - May 13, 2006 - [Cached](#) - [Similar pages](#)

Dole
 The world's largest producer and marketer of **fresh fruit** and vegetables. Company profile, job opportunities, recipes, FAQ, and related links.
www.dole.com/ - 36k - [Cached](#) - [Similar pages](#)

Fresh Fruit Gifts - California Gift Baskets and Crates
 California tree ripened **fresh fruit**, dried **fruit**, nuts, coffees and vintage California wines. Shipped nationwide from Fresno, CA in crates and baskets.
www.bouquetoffruits.com/ - 14k - [Cached](#) - [Similar pages](#)

How to Buy Fresh Fruits
 For good eating as **fresh fruit** the commonly available varieties are: Red A nale or

Fresh Fruit from \$29.99 Sponsored Links
Fresh fruit delivery. Send **fruit** gifts w/ nuts and organic fruits.
www.CherryMoonFarms.com

Fair Trade Fruit
 Newest Fair Trade Product!
 Bananas, Pineapples, Grapes, etc.
www.TransFairUSA.org

Fresh Fruit
 Sweet Florida citrus to your door
 Delicious **fresh fruit**, clubs & more
www.HaleGroves.com

Harry and David
 Find unique gourmet gift baskets & towers at Harry and David.
www.harryanddavid.com

500 mg 120 Tablets

Internet



Click Fraud From Publishers

They click your ads to make money

- Receive a % of click revenue. Follow the money.
- Clicks generated by robots or outsourced
- Most likely on high cost ads
- Targets ads that appear in content sites
 - Via AdSense, Overture Content Match
 - Anywhere that drives the click from content and not a search
- More common
 - Depends on profile of the site/advertiser
 - Link farms are growing



Legit Reviews - Corsair COOL Water Cooling - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.legitreviews.com/article.php?aid=168

Google water cooled cpu

- ▶ ABIT Fatal1ty
- ▶ ASUS P5WD2
- ▶ ASUS P5ND2-SLI
- ▶ ASUS A8N-SLI
- ▶ DFI NF4 SLI-DR
- ▶ DFI UT nF4 Ultra-D
- ▶ MSI K8N Neo4-F
- ▶ AOpen i915GMm-HFS

DDR Memory

- ▶ Corsair XMS 3200XL
- ▶ Corsair XMS2 5400UL
- ▶ Kingston PC2-6000
- ▶ Mushkin Red XP4000
- ▶ OCZ PC3200 Gold VX

Search for:

GO powered by Shopping.com

cooling solution, the Corsair "Cool". At that time I didn't give it much mention as I wanted to get my hands on a kit and abuse it...of course for your benefit. After spending a week doing just that, I'm here to share the results with you.

While Corsair is widely regarded as the industry leader in system memory, they also have a great reputation for external water cooling solutions. Their Hydro-Cool ex200 is arguably the finest external water cooling unit on the market.

Three years ago, water cooling was limited to the brave few who were able to fabricate their own coolers or those who chose to invest in very basic setups. Over the next year, with hotter processors and more ingenious enthusiasts, cooling became more important, and exotic cooling became more main stream. Companies like Danger Den, Swiftech, Koolance, and Asetek, among others began fabricating quality water cooling kits. A couple of issues have really kept water cooling from becoming as common as it should be. First, kits can be hard to set up, and sometimes messy, and in the hands of an inexperienced modder...dangerous. Most people are leery of mixing water with their computer parts, for obvious reasons. Another issue is room, most people like mid-tower cases, which are not conducive to water cooled systems. When you take into account the size of a radiator, fans, reservoir, and tubing, a small case really doesn't benefit from water cooling. That brings us to external kits. External kits bring into consideration a whole other set of issues. While moving everything but the tubing and blocks outside of your case, external kits are cumbersome (you basically have another small case to consider), most of the time, these external kits were beset by inferior parts...bad pumps and poor heat dissipation among other issues.

Can Corsair's "Cool" address all of these issues and bring water cooling to the masses? Who will benefit the most from this system?

Before we get too far, let's check out some of the Specs of Corsair's "Cool"...

Kit for Intel Pentium 4 (478) and AMD Athlon 64	• CWC100-1000
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Ads by Google

Cpu Water Cooling System
Searching for cooling systems? Visit our cooling systems guide.
CoolingSystemDirectory

Aluma-Cop Cold Plates
ERM is the leader in Liquid Cooled Technology!
www.liquidcooledcoldpl

Water Cooling CoolerGuys
Swiftech, Koolance, Exos Your Water Cooling Superstore
www.coolerguys.com

Water Experts-VoyeurMods
H2o Cases, Kits, Full Line of Parts Pumps, Blocks, Res. Tubina. Dves

Internet



Detecting Click Fraud

- “I’m already looking at ROI. What more can be done?”
- Data collection
- Common characteristics of fraud
- Detection methods that don’t work
- Detection methods that can work
- Is it fraud, or just a badly designed/targeted ad?



Rule #1: ROI won't help

- Long sales cycle or offline conversions
 - Too much time elapses while you're flying blind
- Campaigns with no attributed sales have too many false negatives
 - Cookie deletion/blocking



Rule #2: Know your data collection

- Logfiles are probably better than JavaScript (=tags, client side collection etc)
 - Some bots don't execute JavaScript, possibly to avoid detection
 - Crucial, historical data is available
 - Refunds are possible going back many months



Rule #3: Observe common characteristics

- Expensive ads
- Tends to surge up and decline, rather than be constant
- Tends to be limited to a few campaigns, rather than all campaigns
- Doesn't look like people
 - Short average time on site for example



Rule #4 Avoid detection methods that don't work

- Clicks from same IP
 - Engines themselves catch many of these
 - Bot nets / outsourced clicks use many IPs.
- Lists of IPs
 - Anonymous proxies etc. Constantly changing
- Useragent
 - Easily forced by bot to say 'Mozilla' etc
- Threshold of \$ or clicks
 - It's an arms race. Thresholds always need adjusting
- Any single detection method
 - Multiple, simultaneous needed



Rule #5: Use detection methods that can work

- Examine and compare ads to each other
 - Variance of IP, referrer, site metrics
- Factor cost
- Examine variance over time

- Simple ATOS/% short clicks works well
 - Several products, including ClickTracks, show this



Problem: False Positives

- Any good detection method must be tuned to produce false positives
- Airport Metal Detectors
 - Much worse than false negatives
 - Impossible to tune exactly ‘right’
 - Constantly changing landscape would require tweaks every day



Is it fraud? Or just a badlytargeted ad?

- Poor quality ads produce results much like click fraud
 - Lots of clicks that don't convert
 - No site activity beyond landing/home page
 - Clicks from the 'wrong' country
- It's a judgment call for the advertiser
 - Example: many clicks from India
- **Fix the ad!**



It's Fraud, So Take Action

- Stop the bleeding
- Get a refund if applicable



Stop the bleeding

- Most fraud comes via publisher sites
 - Google AdSense and Overture Content Match have separate bid prices. Turn it off or lower bid drastically
 - Example in a moment
 - Modify geographic/language targeting
 - Modify campaign
- Kill the ad



Adwords Example



bob@bobsfruitsite.com | [Help](#) | [Custom](#)

Campaign Management

[Advanced Search](#)

[Campaign Summary](#) | [Tools](#) | [Conversion Tracking](#)

Location Targeting Options

Your campaign's location targeting option: **Countries and Territories** | [Change option](#) | [Learn more](#)

Available Countries and Territories

- Australia
- Austria
- Belgium**
- Brazil
- Canada
- China
- Denmark

Add »

« Remove

Selected Countries and/or Territories

- United States
- Canada

Continue

Cancel

Click 'Continue' to return to Edit Settings, where you can save these changes.



Adwords Example

Campaign Management

[Advanced Search](#)[Campaign Summary](#) | [Tools](#) | [Conversion Tracking](#) [Campaign Summary](#) > [Campaign #1](#) > **Edit Campaign Settings**

Basic Settings

Campaign name:

Start date: Jan 9, 2006

Will run until:

Budget Options

Budget: \$ /day [\[?\]](#)[View Recommended Budget \[?\]](#)

Advanced Options

Bidding: Default manual bidding - Max CPC

[View and adjust options](#)

Networks

Show my ads on:

- Google search**
When users search for my keywords on Google
- Search network [\[?\]](#)**
When users search for my keywords on Google's search partners
- Content network [\[?\]](#)**
When users visit sites that match my ad on Google's content network
- Content bids [\[?\]](#)**
Let me set separate prices for content clicks

Target Audience

Languages:



Adwords Example



Campaign Management

[Campaign Summary](#) | [Tools](#) | [Conversion Tracking](#)

[Campaign Summary](#) > [Campaign #1](#) > [Edit Ad Group Bids](#)

Edit Ad Group Bids

Stats for May 14, 2006

If a content field is left blank, the default bid will apply. [\[?\]](#)

Ad Group	Status	Bids	
Ad Group #1	Ad Group Deleted	Default:	\$ 0.10 Max CPC <input checked="" type="checkbox"/>
		Content:	\$.02 Max CPC <input checked="" type="checkbox"/>
Fruit Baskets	Active	Default:	\$ 0.25 Max CPC
		Content:	\$.02 Max CPC
Fruit Pages	Active	Default:	\$ 0.10 Max CPC
		Content:	\$.02 Max CPC
Home Page	Active	Default:	\$ 0.50 Max CPC
		Content:	\$.04 Max CPC



Getting a refund

- You need forensic data
 - Every click you think is fraud, with referrer plus supporting data and with every URL clicked in the site, across all time you're claiming
 - Hard to get without good tools
 - Engines don't make it easy
- You need polite, informed persistence
 - Our experience shows that systematic calls and polite emails work best



Case Study: Diamond Harmony, NYC

- Indicator: Huge difference in reported click count vs. actual visitors to site
- Problem: Clicks from PPC provider were not making it to the site, but were still getting billed
- Action: Emailed proof & set up conference call
- Result: \$10,000 credit awarded



Case Study: Reserved Technology

- Indicator: PPC visitors from Mexico spent a very short time (less than two seconds) on site for a particular campaign
- Problem: Campaign was inherited and was unintentionally targeted to Mexico
- Action: Adjusted ad to US geography
- Result: Not fraud, PPC savings




Case Study: ClickTracks Marketing


- Indicator: Sudden 10x increase in cost and short-time visitors from single campaign.
- Problem: Content match on zero-content site generating 80% of short time visitors
- Actions:
 - Took ad out of content match
 - Reported to PPC vendor
 - Vendor denied fraud
 - We obtained charge back on credit card
 - Two months pass (Click Fraud report is released)
 - We resubmit request with ClickTracks forensics report
 - We keep calling
- Result: \$2400 'goodwill' refund in Feb 2006





Case Study: Ripple Effects

- Indicators:
Disproportionately high volumes of clicks from Turkey *and* high # sessions with no referrer
- Problem:
 - Campaign was not targeted to Turkey
 - No geographic targeting control available
 - Forensics report shows visitors from Turkey have zero time on site and 100% have no referrers
- Action: No adjustment possible. Report as likely fraud, including Forensics report. Follow up calls.
- Result: Full refund 18 days after sending in ClickTracks Forensics report.

Campaign 332 [Ad] (Cost: \$238.71)  [forensics](#) [create label]

Number of sessions: 327 (out of 22411, *up* from 80 of 25157 the previous week) 

Single-page sessions: 248 (75.8%) 

Sessions with no referrer: 250 (76.5%, *high*) 

Higher than average from Turkey (24.8%)



Let us give you a free fraud analysis

- We'll setup a ClickTracks instance
 - Logs or JavaScript
- Import your campaigns
- Run Click Fraud analysis once
- Give you the results and forensics
 - Apply for refund if you wish
- **FREE**



www.clicktracks.com/click_fraud_offer.php

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