SB.
SKILLS BOOSTER

Username ●●●●●●●●
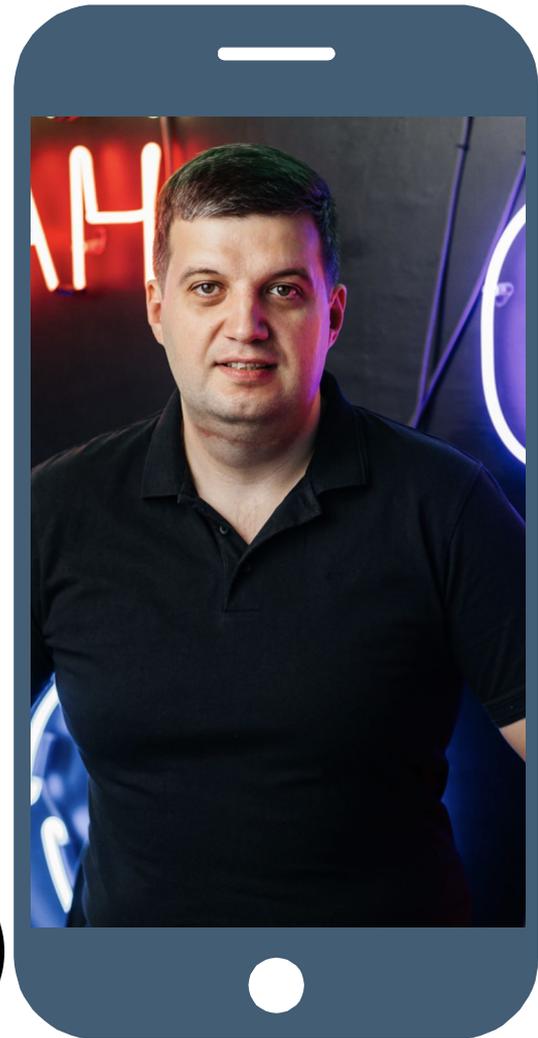password ●●●●●●●●
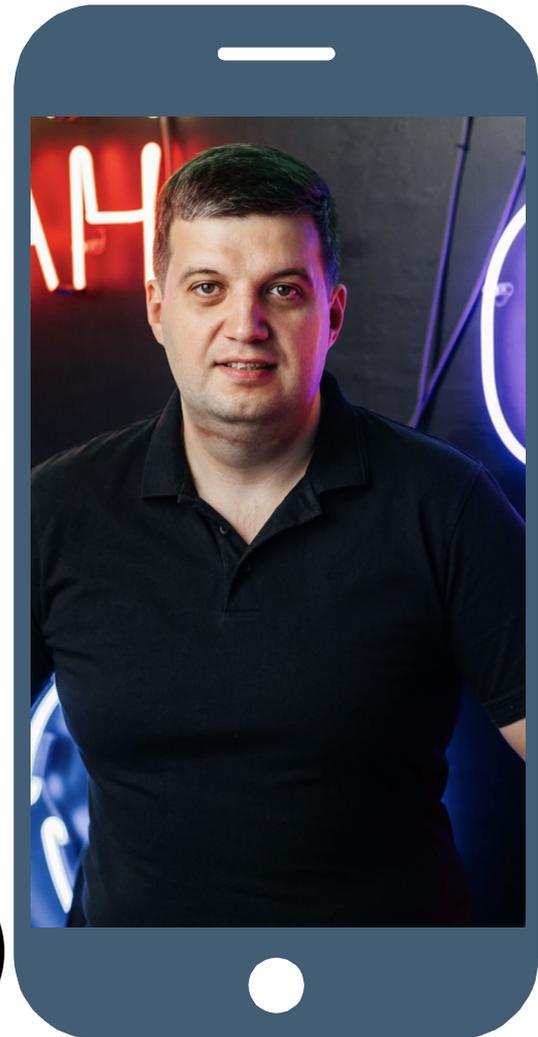
FRAUD
ALERT

3 Secrets How to Reduce the Impact of Click Fraud

Igor Ivitskiy

- ❏ In Google Ads since 2006, invested $2M+ in Google algorithms research

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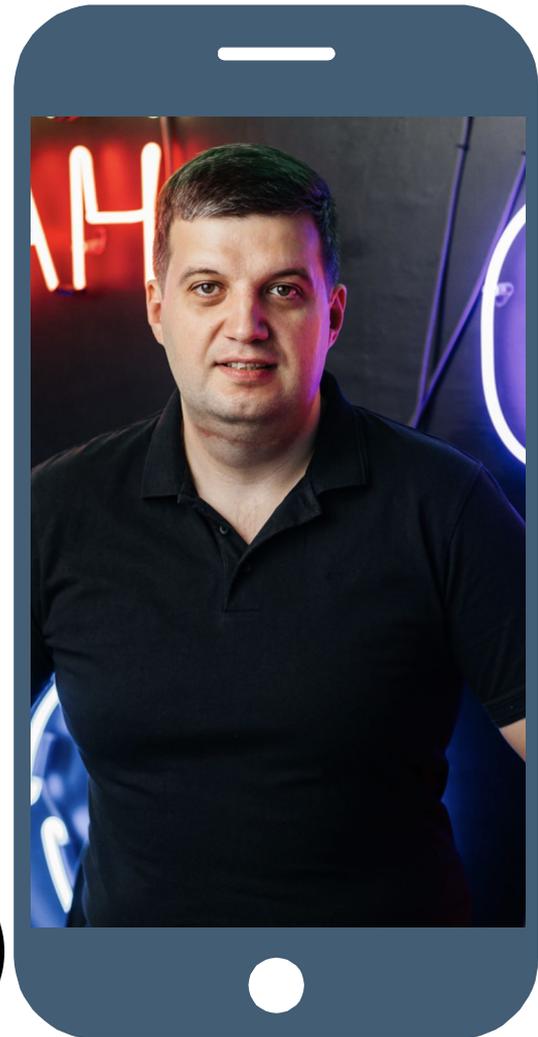❏ Owner of the largest Google Ads online school for entrepreneurs in Ukraine

Igor Ivitskiy

- ❏ In Google Ads since 2006, invested $2M+ in Google algorithms research

- ❏ Owner of the largest Google Ads online school for entrepreneurs in Ukraine

- ❏ PhD in Mathematical Modeling

Plan of the Speech

1 **2** **3** **4** **5**
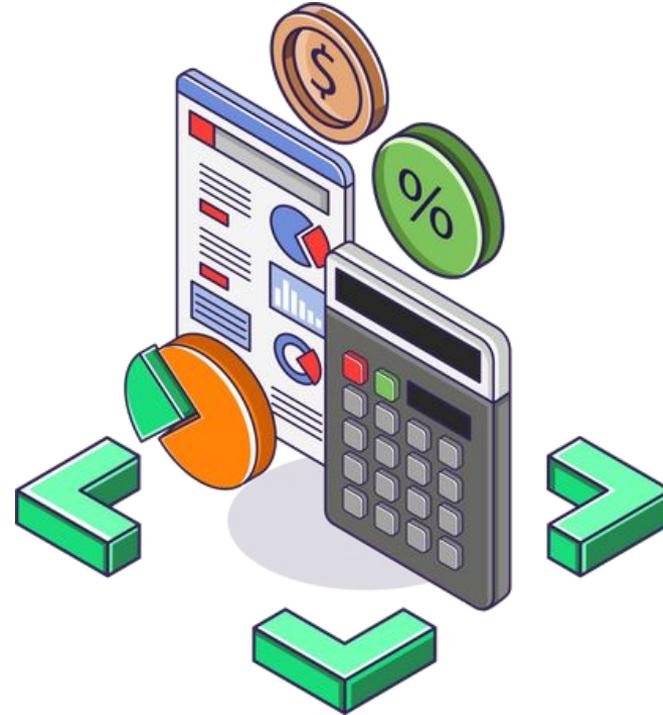
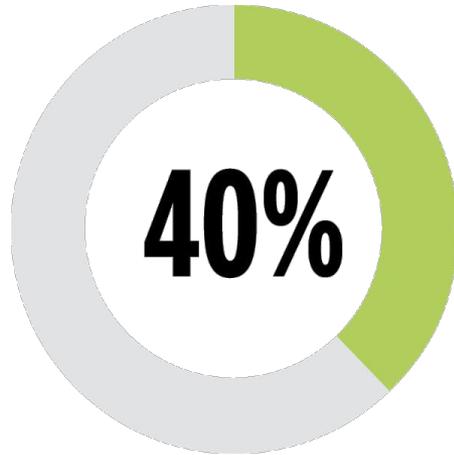**The scale of the problem**   **How it works**   **Secret 1**   **Secret 2**   **Secret 3**
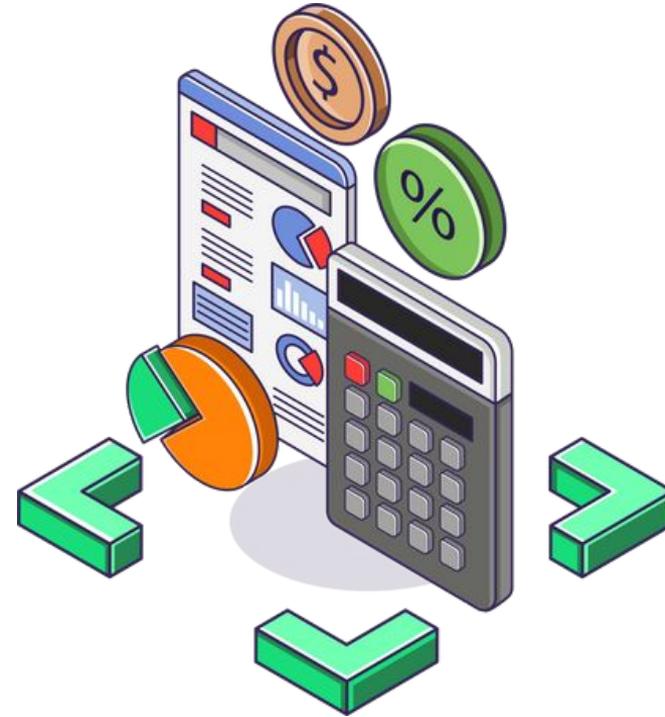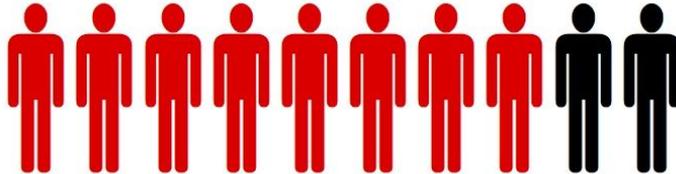
1

The scale of the problem
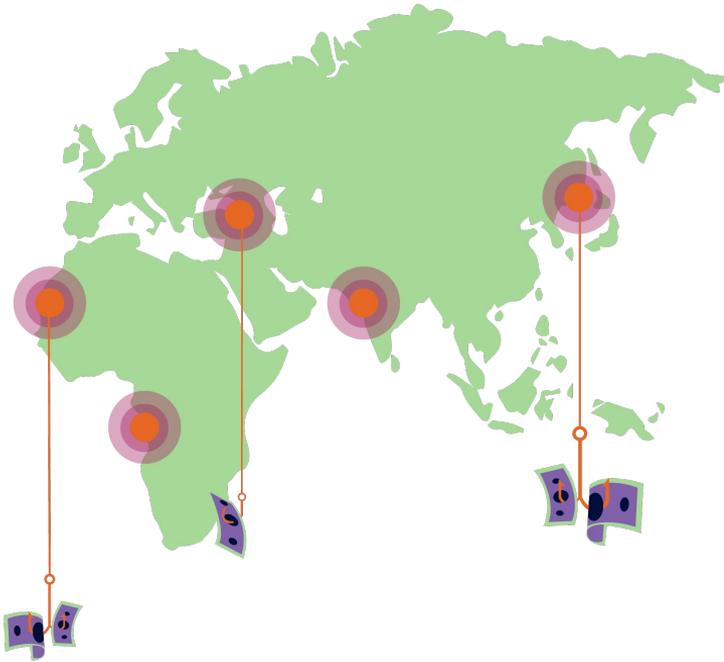
Statistics

❏   **40%** of internet traffic is clicks fraud

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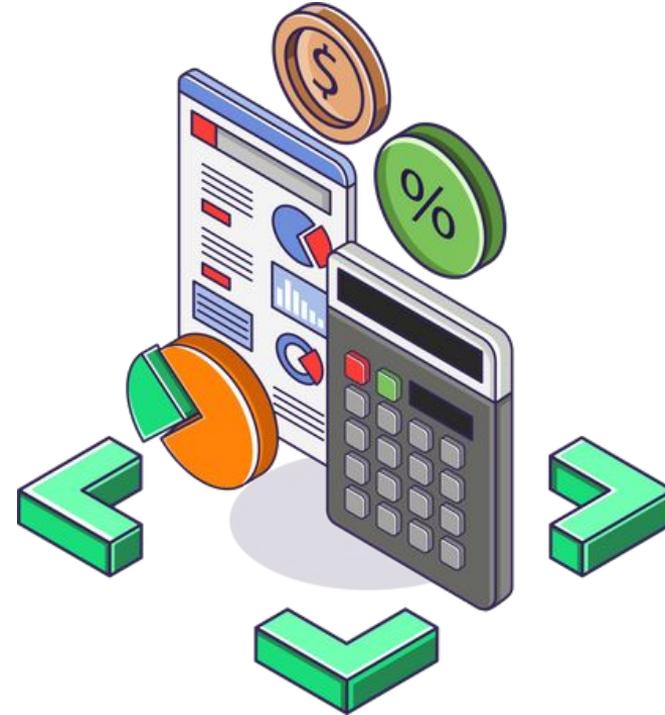- Annual volume of click fraud **$65 billion**
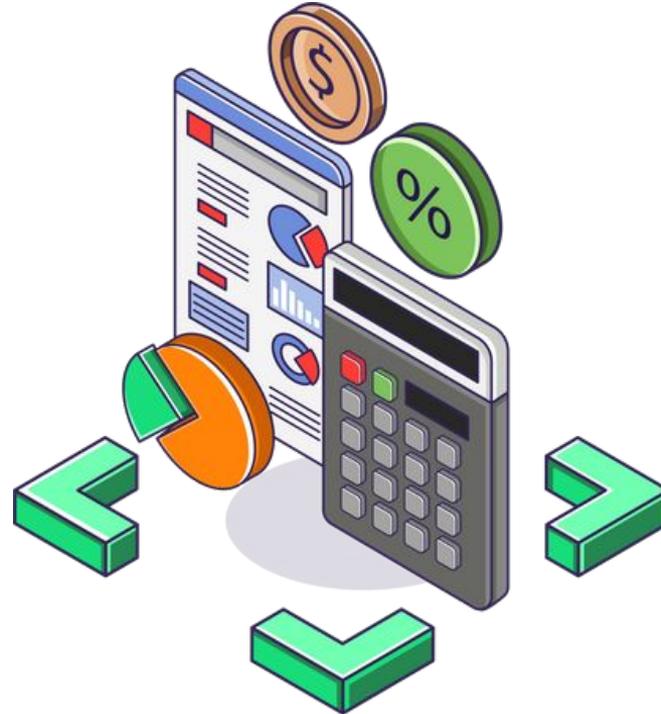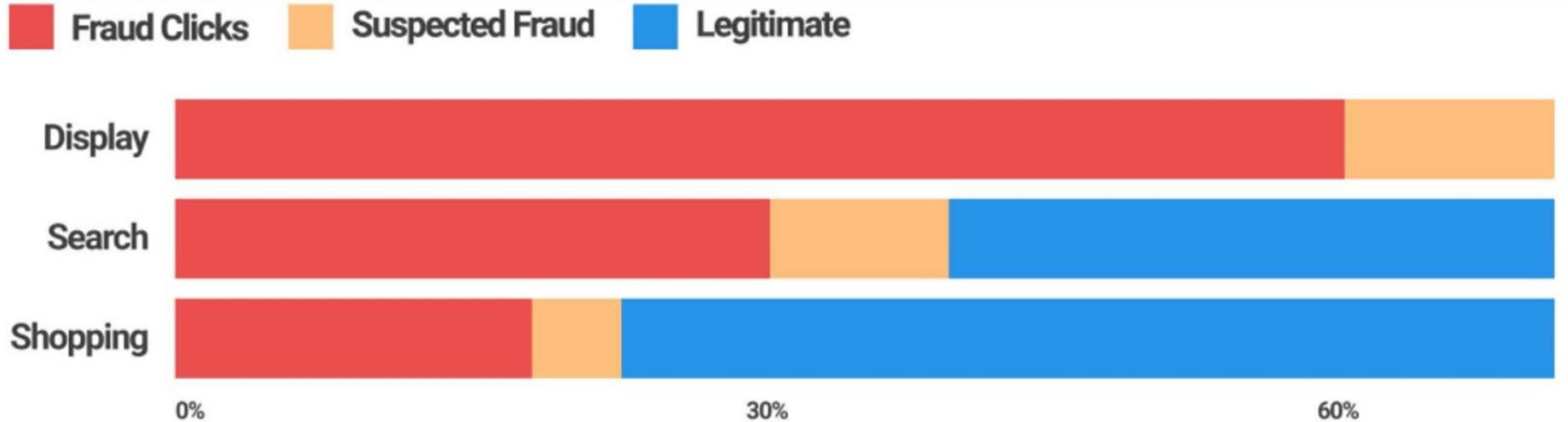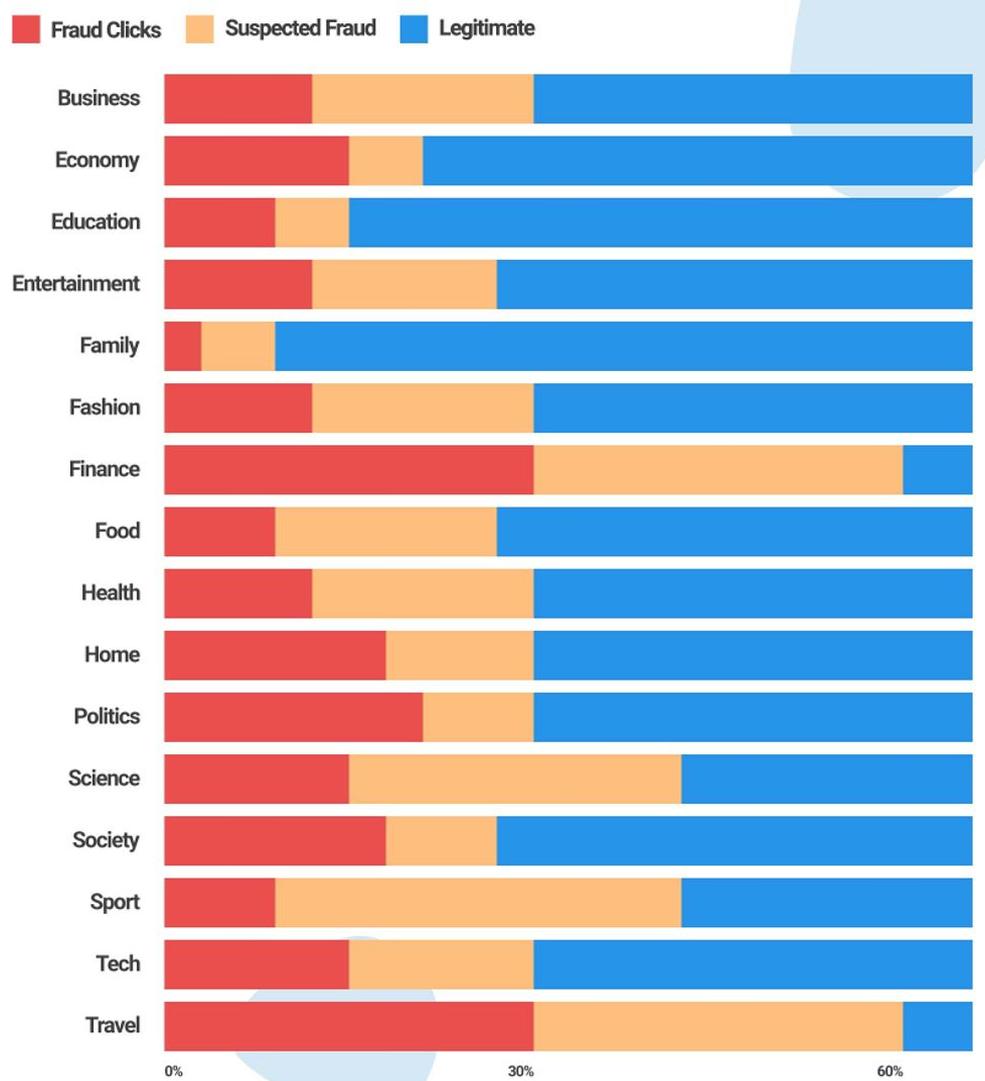
Statistics

- ❏ **40%** of internet traffic is clicks fraud
- ❏ **8 out of 10** advertisers experience clicks fraud without knowing it
- ❏ Annual volume of click fraud **$65 billion**
- ❏ Every year the share of click fraud increases by **1.5 times**

Click Fraud by Networks

Fraud Clicks   Suspected Fraud   Legitimate

Category	
Business	
Economy	
Education	
Entertainment	
Family	
Fashion	
Finance	
Food	
Health	
Home	
Politics	
Science	
Society	
Sport	
Tech	
Travel	

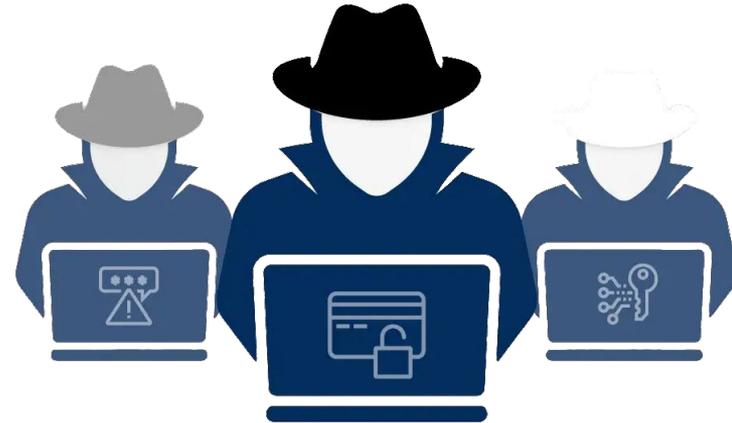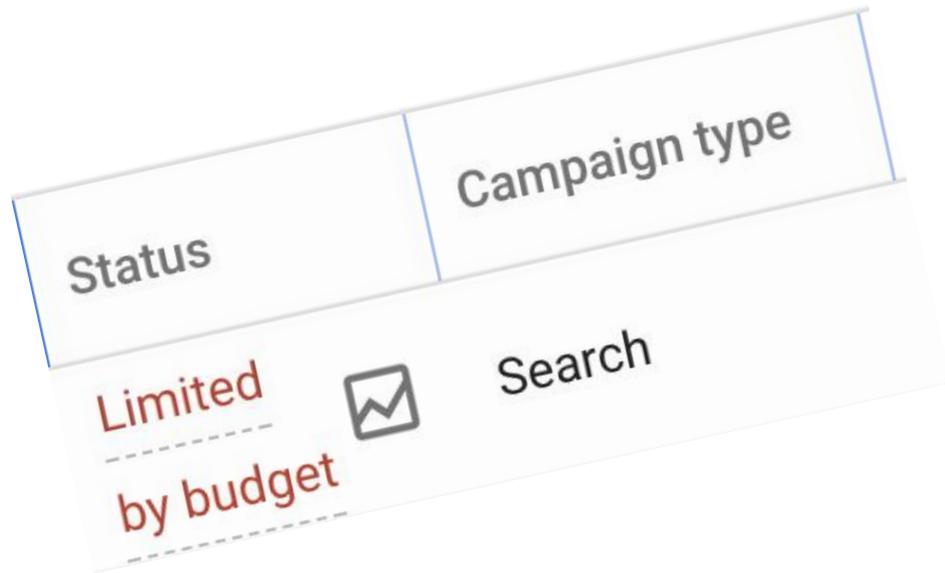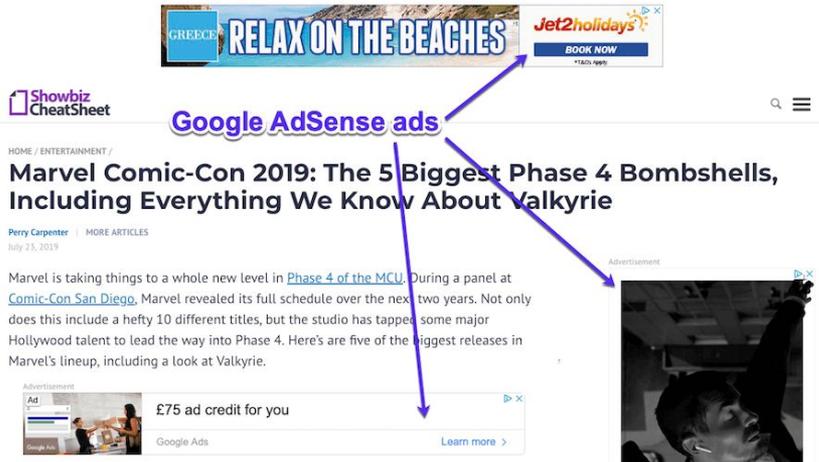0%   30%   60%

2

How it works

Who benefits from it and why?

1. Competitors (spend your budget)

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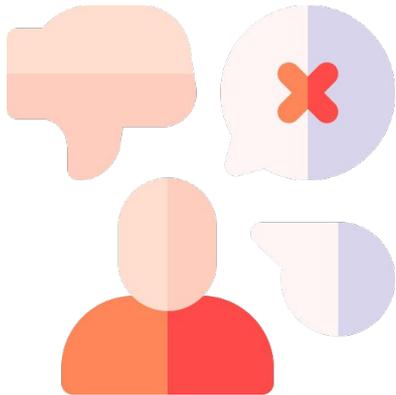2. Website owners (earnings on clicks)

Who benefits from it and why?
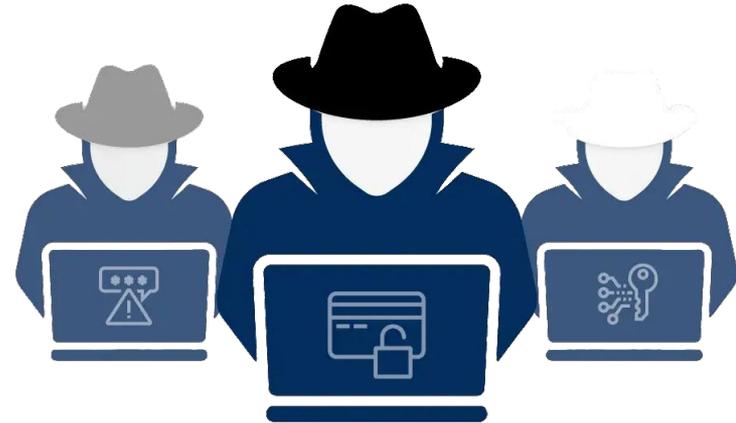
1. Competitors (spend your budget)
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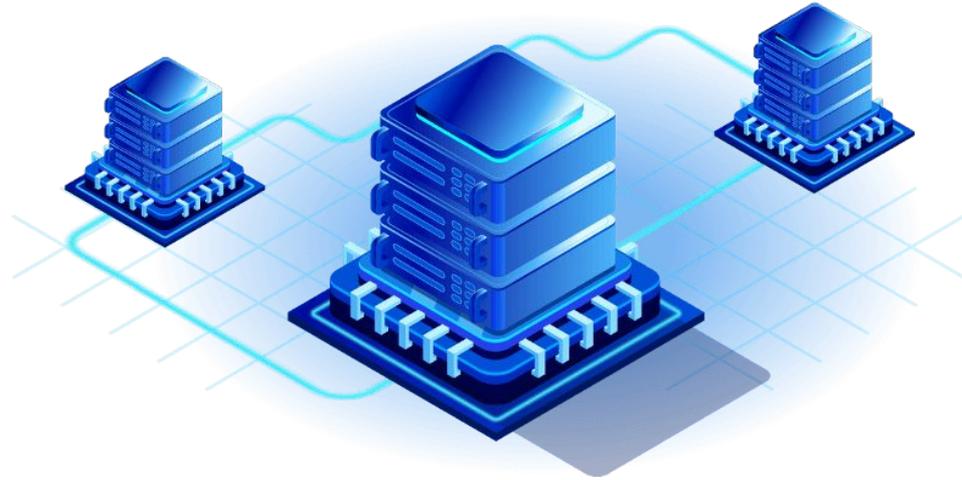3. Black hat marketers

Who benefits from it and why?

1. Competitors (spend your budget)
2. Website owners (earnings on clicks)
3. Black hat marketers
4. Fraudulent ad networks

How click fraud works

- Amateur clicking (manually)

How click fraud works

- Amateur clicking (manually)
- Device farms
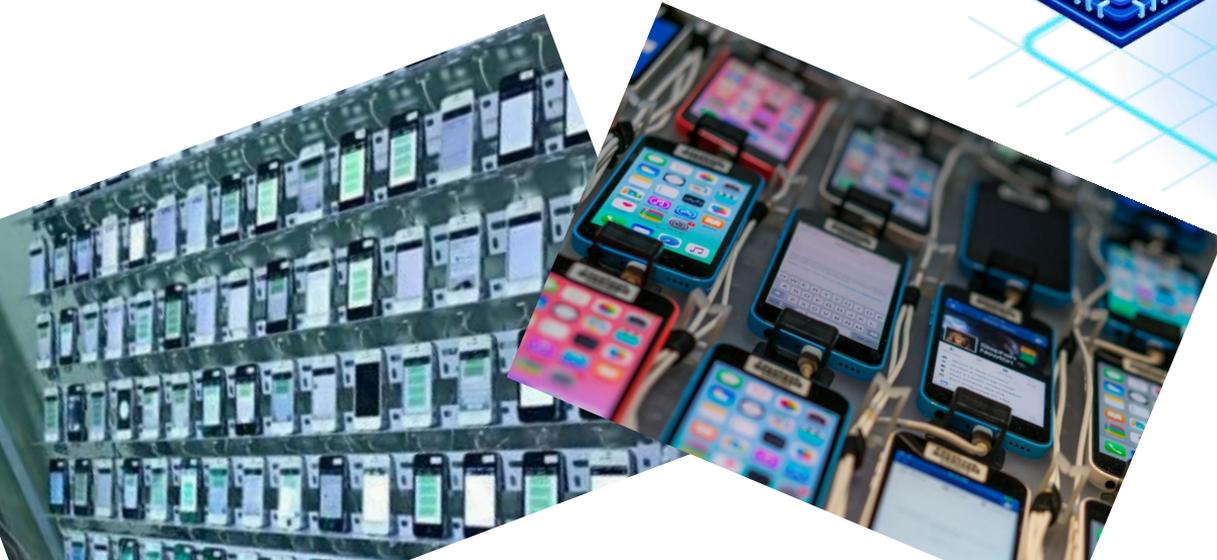
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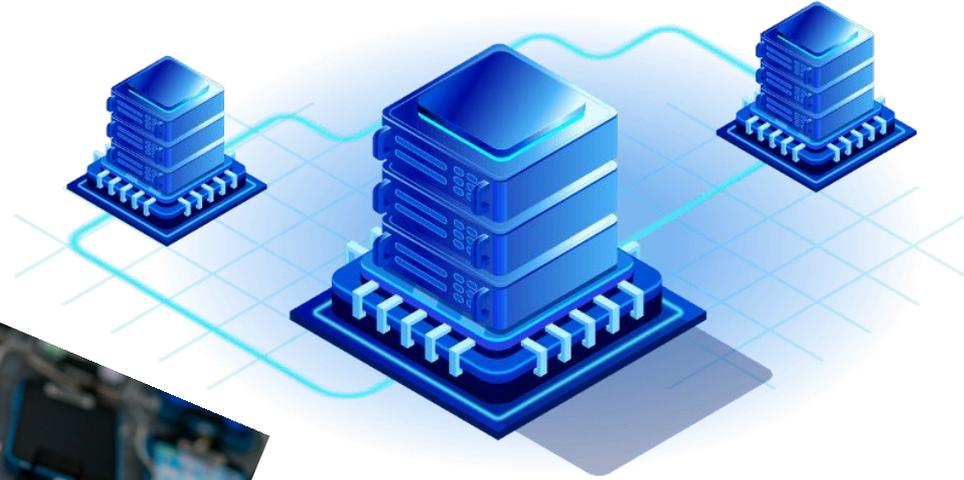- Device farms
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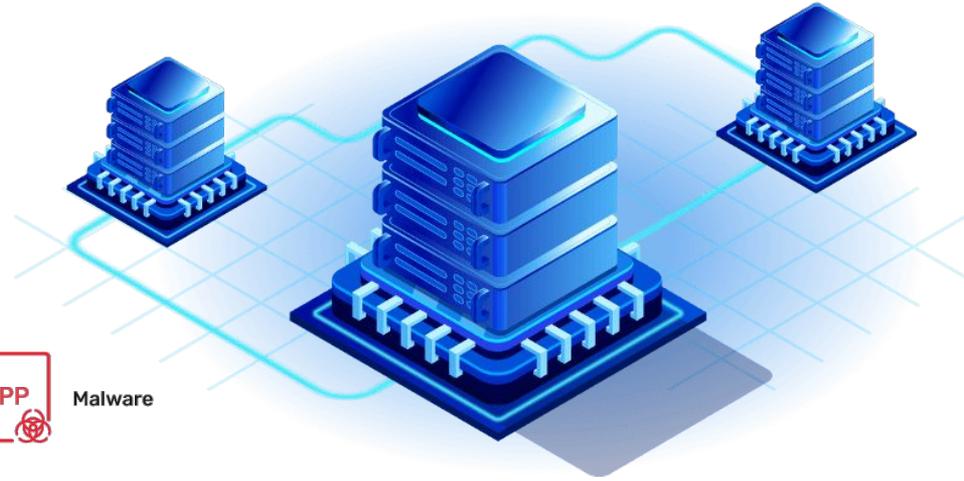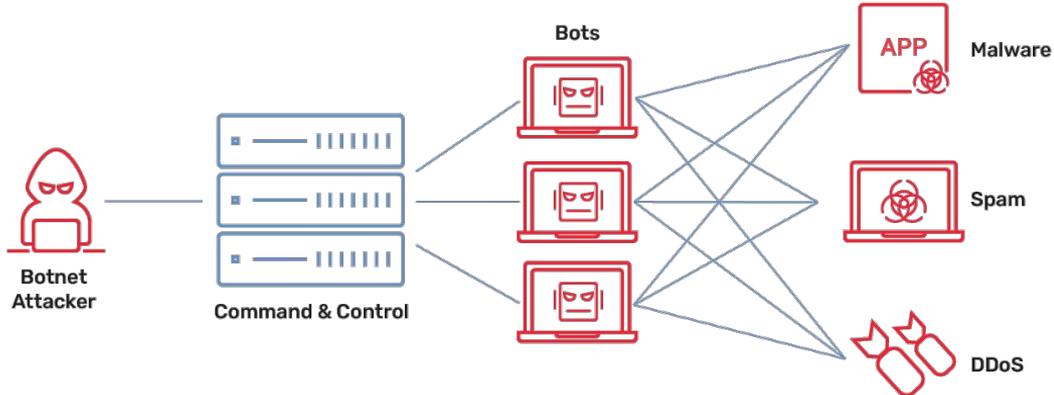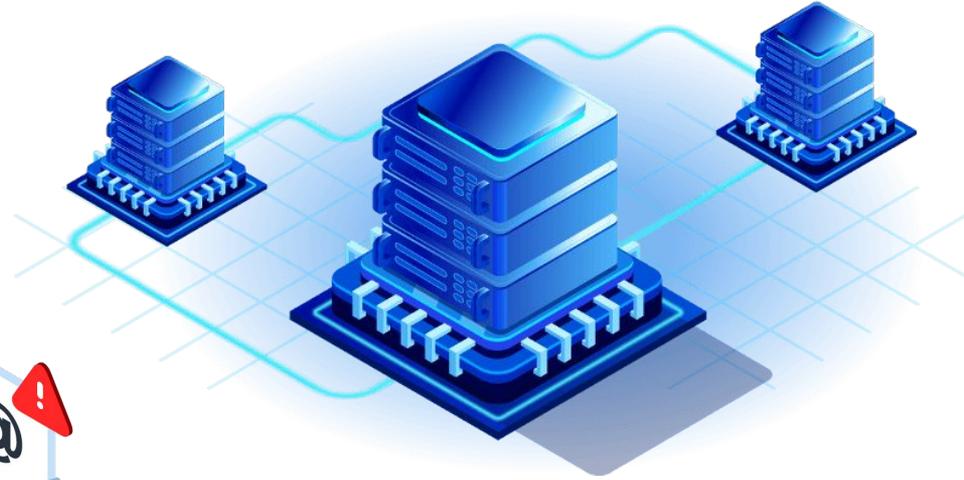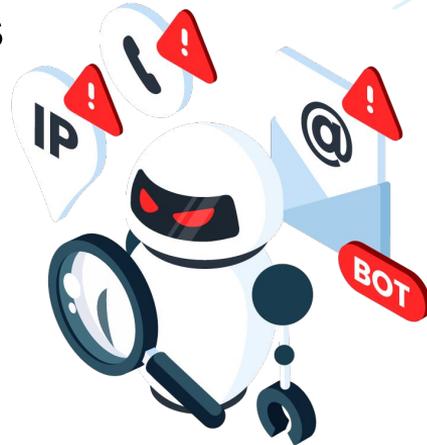- Emulators, Bots

How click fraud works

- Amateur clicking (manually)
- Device farms
- Viruses, Malware
- Emulators, Bots
- Special Services
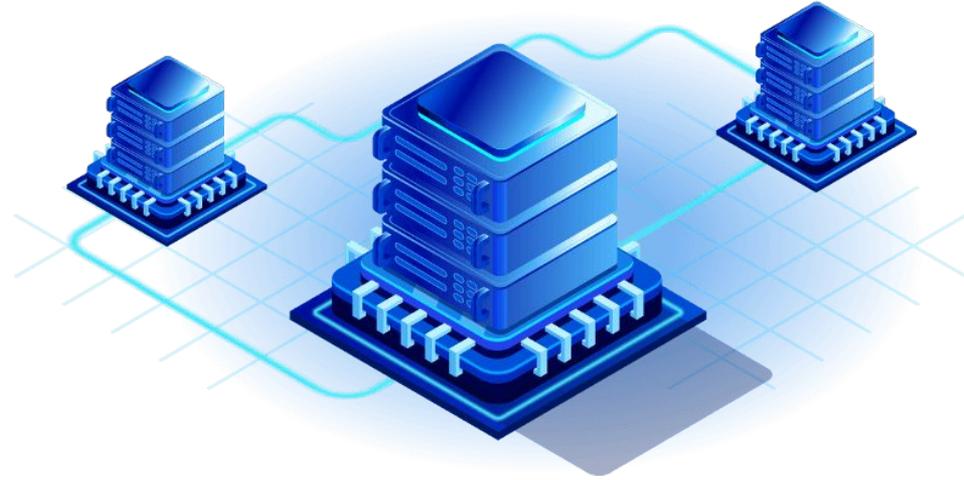
3

Barbarian Protection :)

Exclusion of users according to the rules

- Exclusion of all return visits (protection from amateurs, you lose your audience)

Segment name	All visitors	^

Segment members   Select the type of visitors from which you'd like to create a segment. *Learn more about segments*

Visitors of web pages ▾

Actions   Include people who have taken the following actions

Action

Web page visit ▾   in the past   540   days   **Refine action**

Exclusion of users according to the rules

- Exclusion of all return visits (protection from amateurs, you lose your audience)
- Exclusion of all for 1 day (needs 1000 users per day)

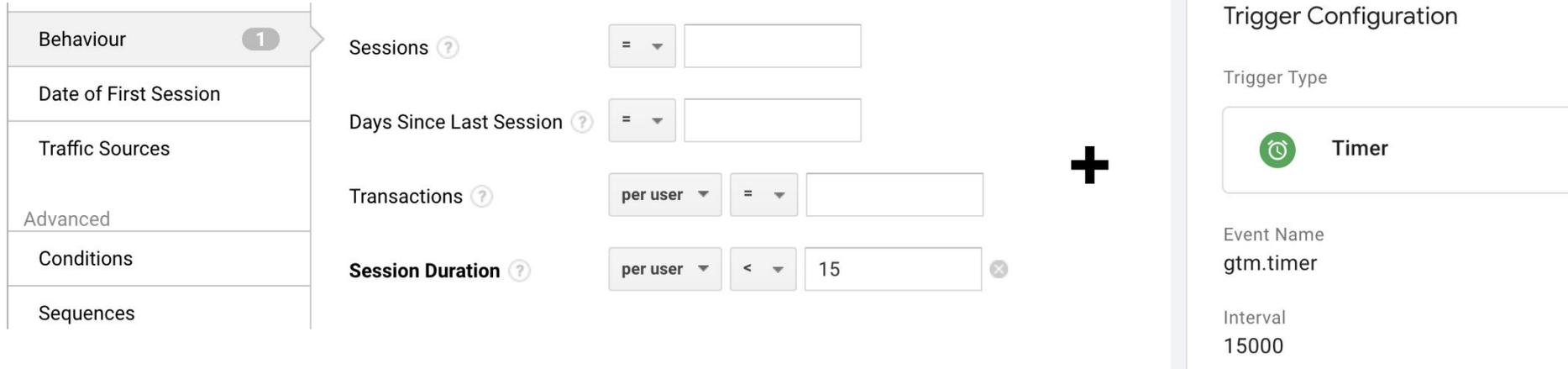| Segment members	Select the type of visitors from which you'd like to create a segment. [Learn more about segments](#)
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Action

Web page visit ▼   in the past   1   days   Refine action

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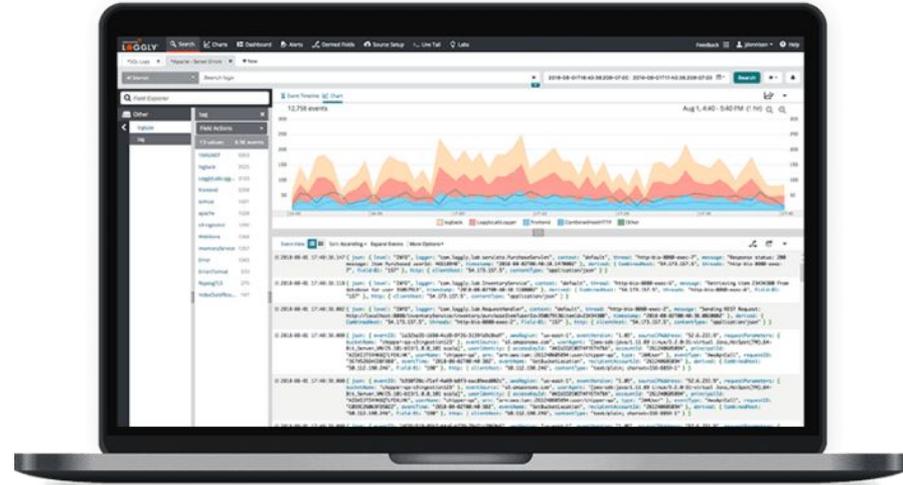- Exclude everyone who visits 3 times without conversion

4

Precise protection

IP exclusion

- Manual IP exclusion
  - Checking server logs
  - Manual search for suspicious
  - Takes hours
  - Reaction speed is limited by your time
  - 500 IP limit per campaign

IP exclusion

- Manual IP exclusion
- Automatic IP exclusion
  - Continuous Analysis
  - Fast reaction
  - Can bypass 500 IP limit

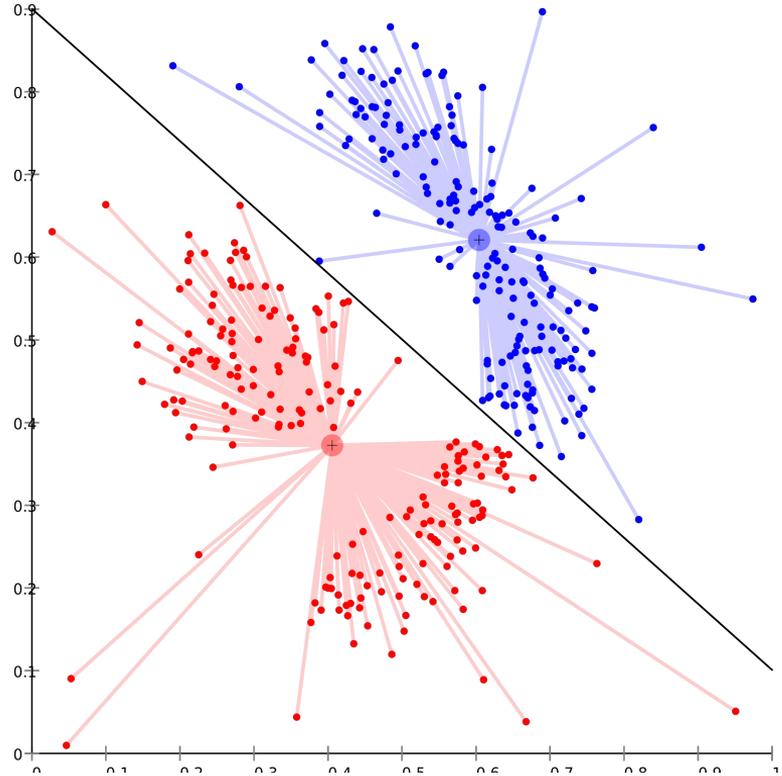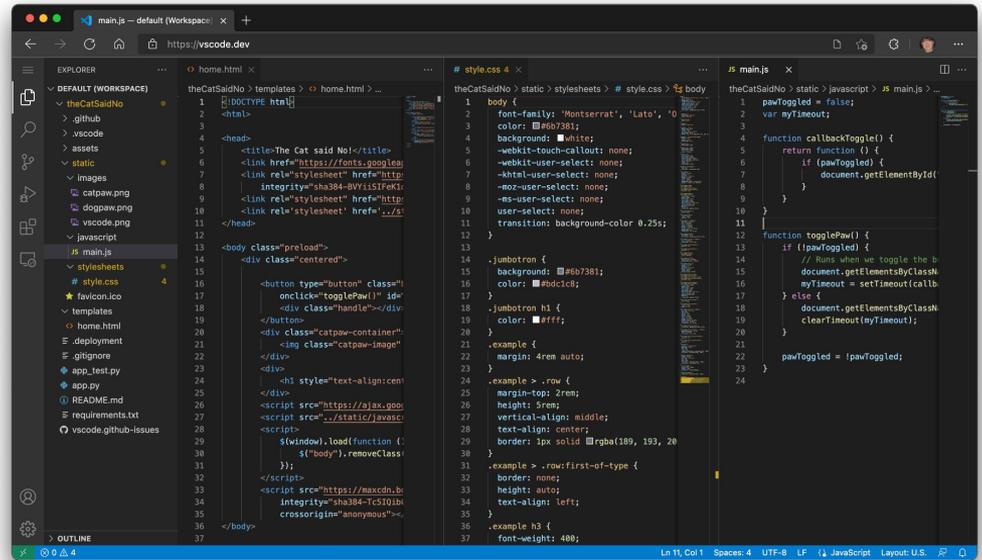| Status Legit, Susp, Invalid	IP Address GCLID	Device Type Date/Time	Keyword Campaign	Country Region
Invalid	182.2.232.5 CjwKCAiAzp6eBhByEiwA_gGq5IKpAFe29wU...	Mobile Device Jan 19, 2023 12:31 AM	Keyword - Not Provided PMax_English_World | LunioTest	Location Not Available
Invalid	114.4.222.205 EAIaIQobChMIj6PKupHM_AIVW59mAh09MAG...	Mobile Device Jan 16, 2023 12:55 PM	Keyword - Not Provided Search_English_World | LunioTest	Indonesia Surabaya, East Java
Invalid	114.4.222.205 EAIaIQobChMIj6PKupHM_AIVW59mAh09MAG...	Mobile Device Jan 16, 2023 12:55 PM	Keyword - Not Provided Search_English_World | LunioTest	Indonesia Surabaya, East Java
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Invalid	202.184.114.20 ios_958c9fc0958a11edab6daf244b5ef99...	Mobile Device Jan 16, 2023 10:43 AM	Keyword - Not Provided Discovery_English_Wo... | LunioTest	Malaysia Selangor

5

Smart Protection

Smart Click Fraud Protection

- Multivariate analysis
  - Browser fingerprints
  - User identifiers
  - Behavioral analysis

Smart Click Fraud Protection

- Multivariate analysis
  - Browser fingerprints
  - User identifiers
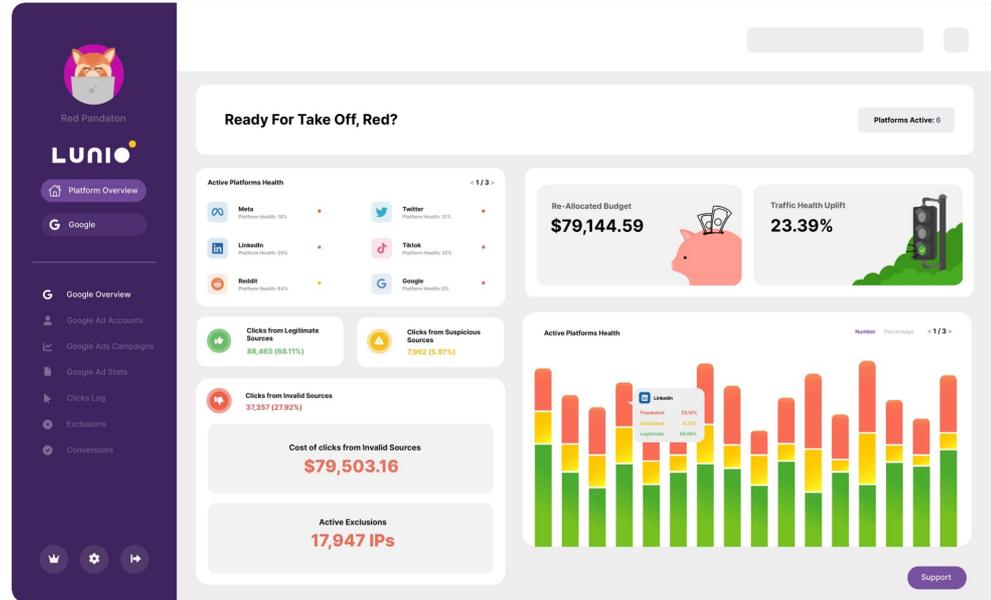 - Behavioral analysis
- Real-time protection

Smart Click Fraud Protection

- Multivariate analysis
    - Browser fingerprints
    - User identifiers
    - Behavioral analysis
- Real-time protection
- Comprehensive platform

Thank you!

Write to me on LinkedIn and get a complete Google Ads Cheat Sheet