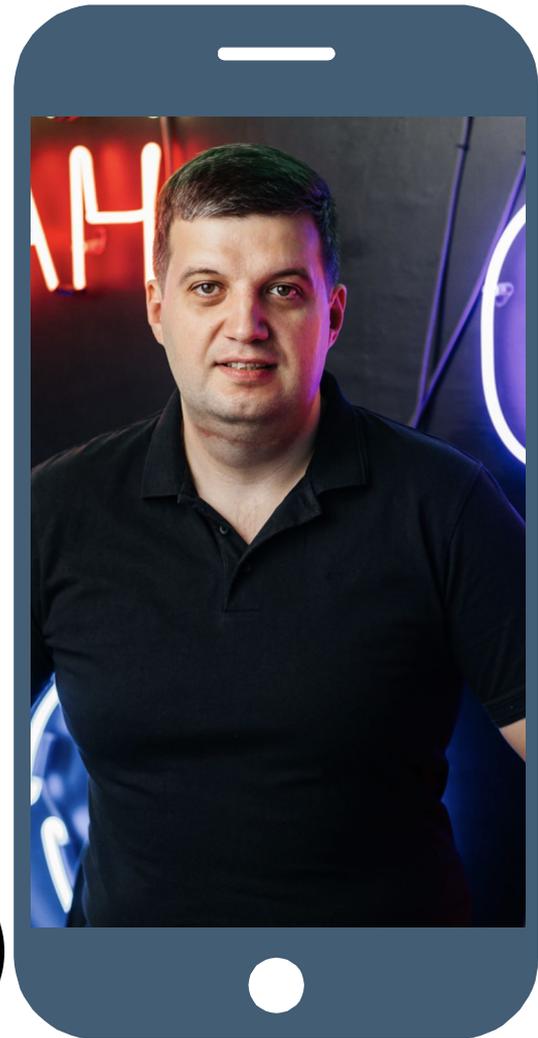




3 Secrets How to Reduce the Impact of Click Fraud

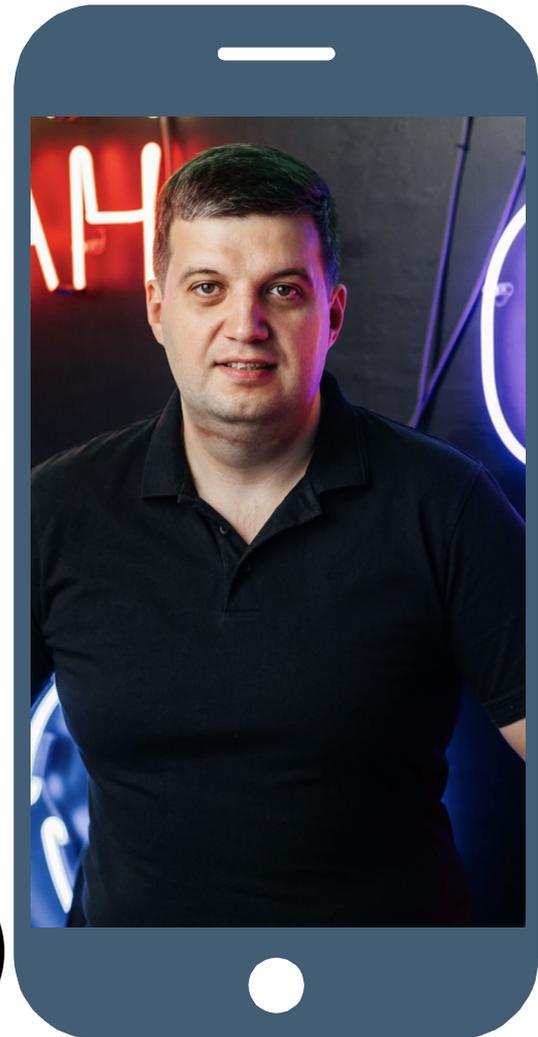
Igor Ivitskiy

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



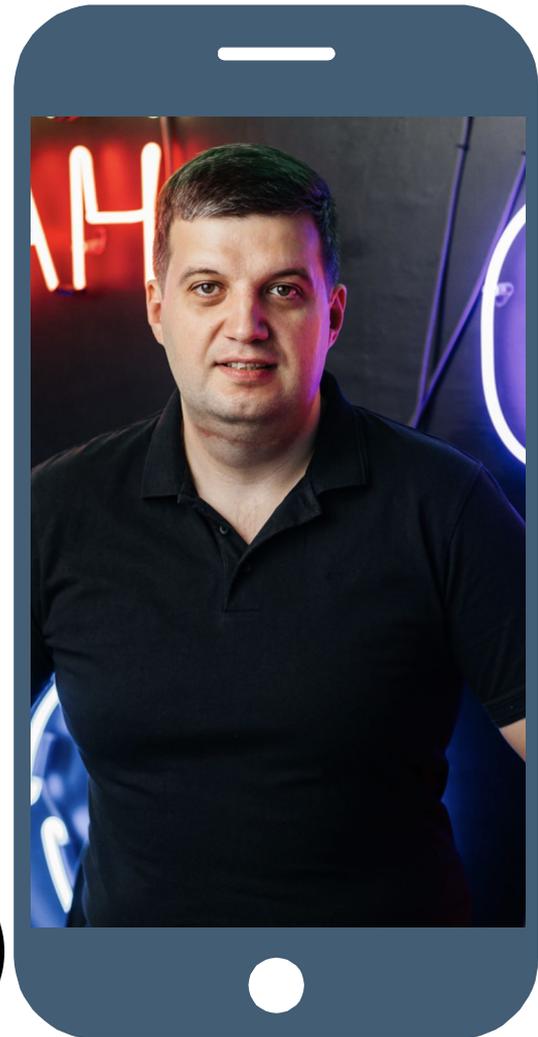
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Igor Ivitskiy

- ❑ 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



**The scale of
the problem**

How it works

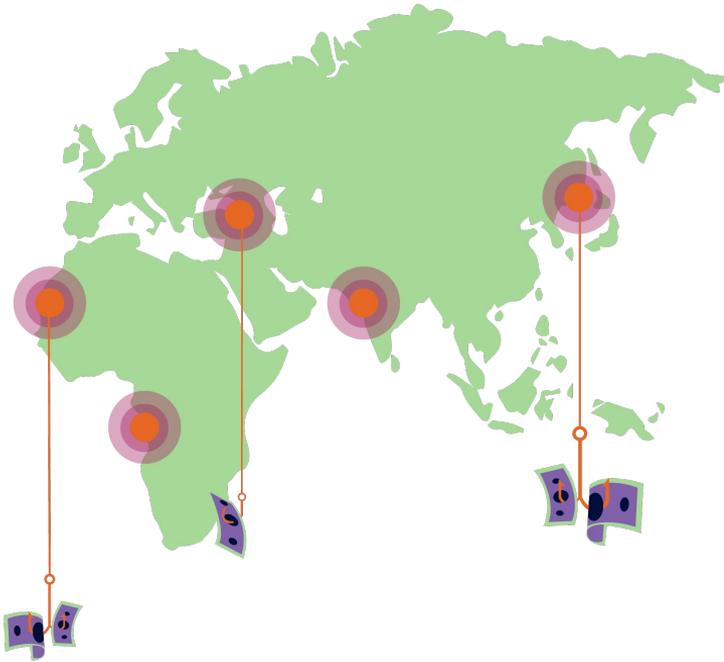
Secret 1

Secret 2

Secret 3

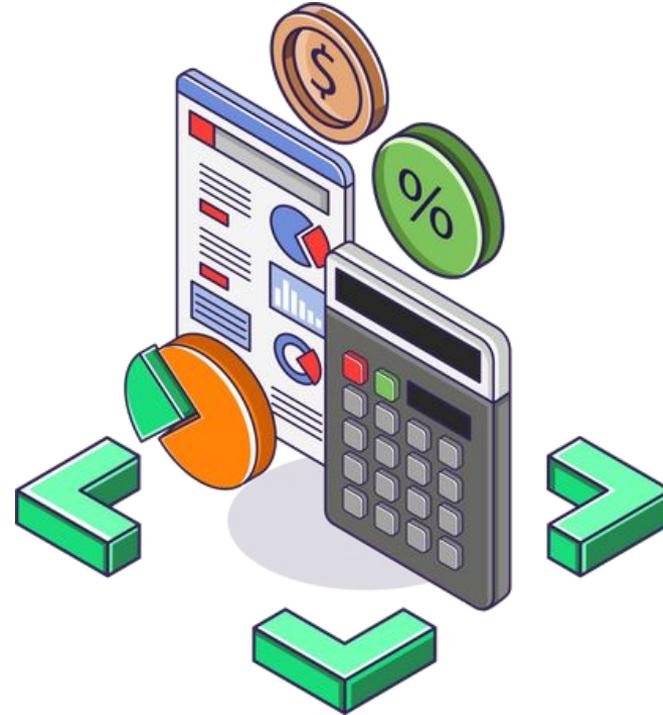
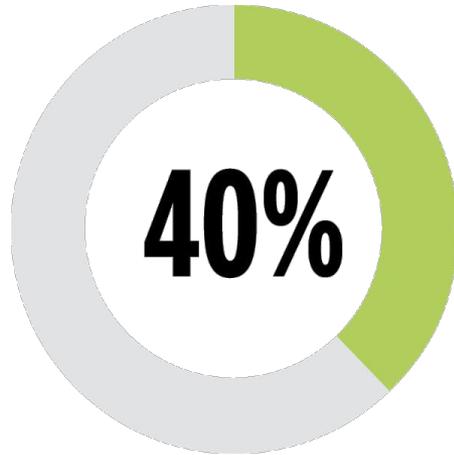
1

The scale of the problem



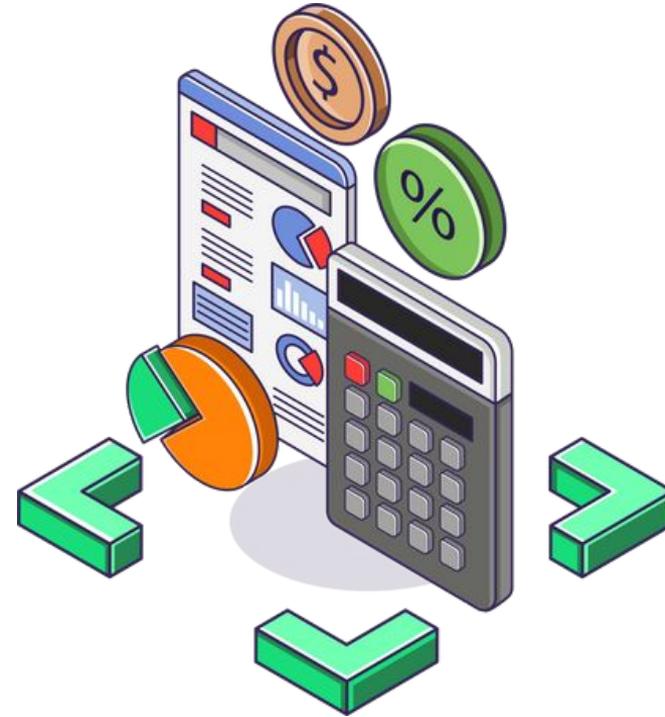
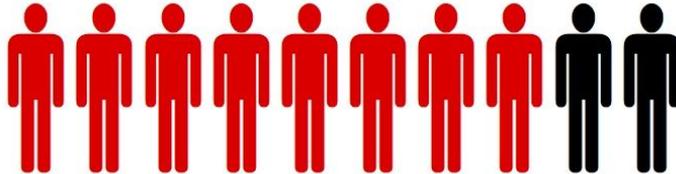
Statistics

- ❑ **40%** of internet traffic is clicks fraud



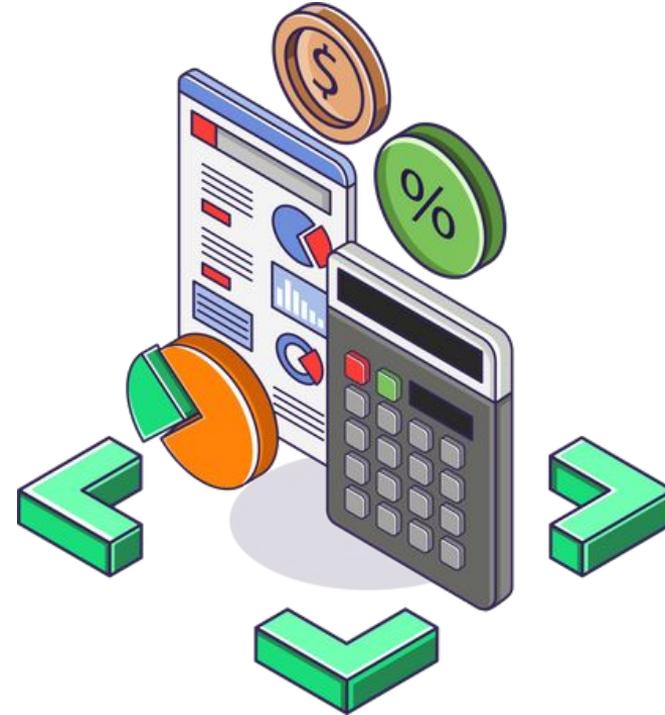
Statistics

- ❑ 40% of internet traffic is clicks fraud
- ❑ **8 out of 10** advertisers experience clicks fraud without knowing it



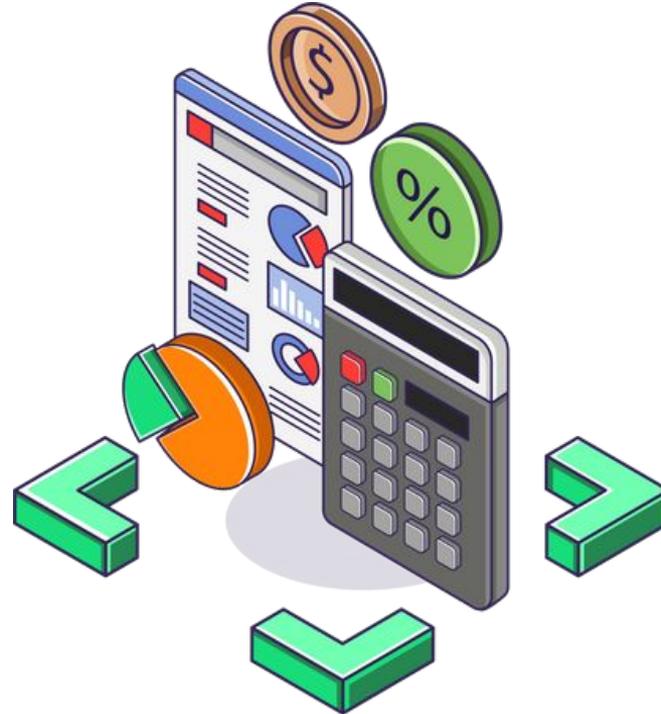
Statistics

- ❑ 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**

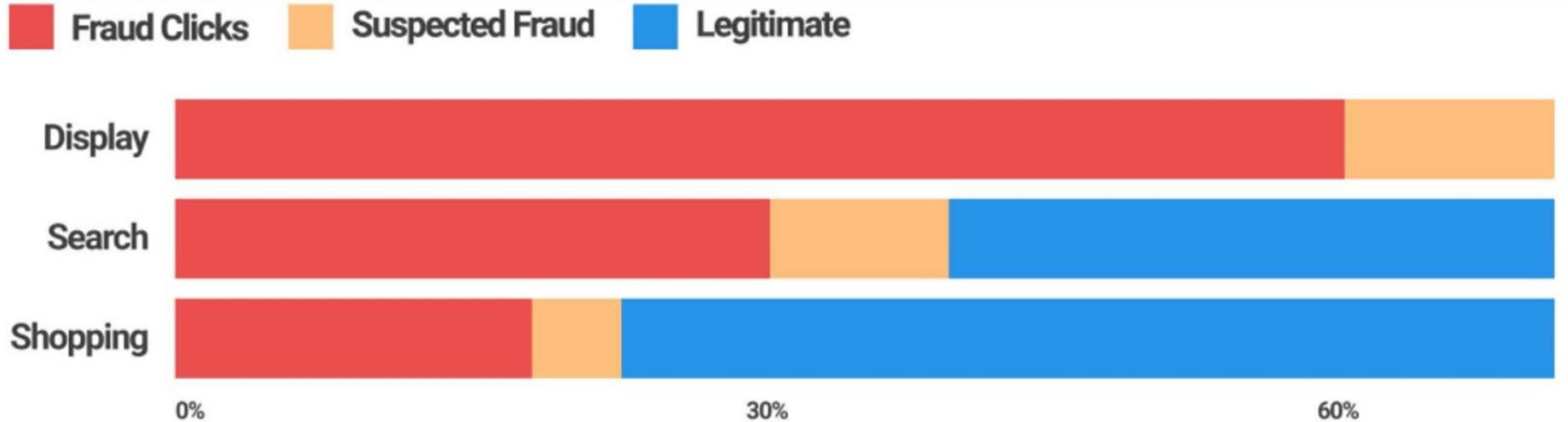


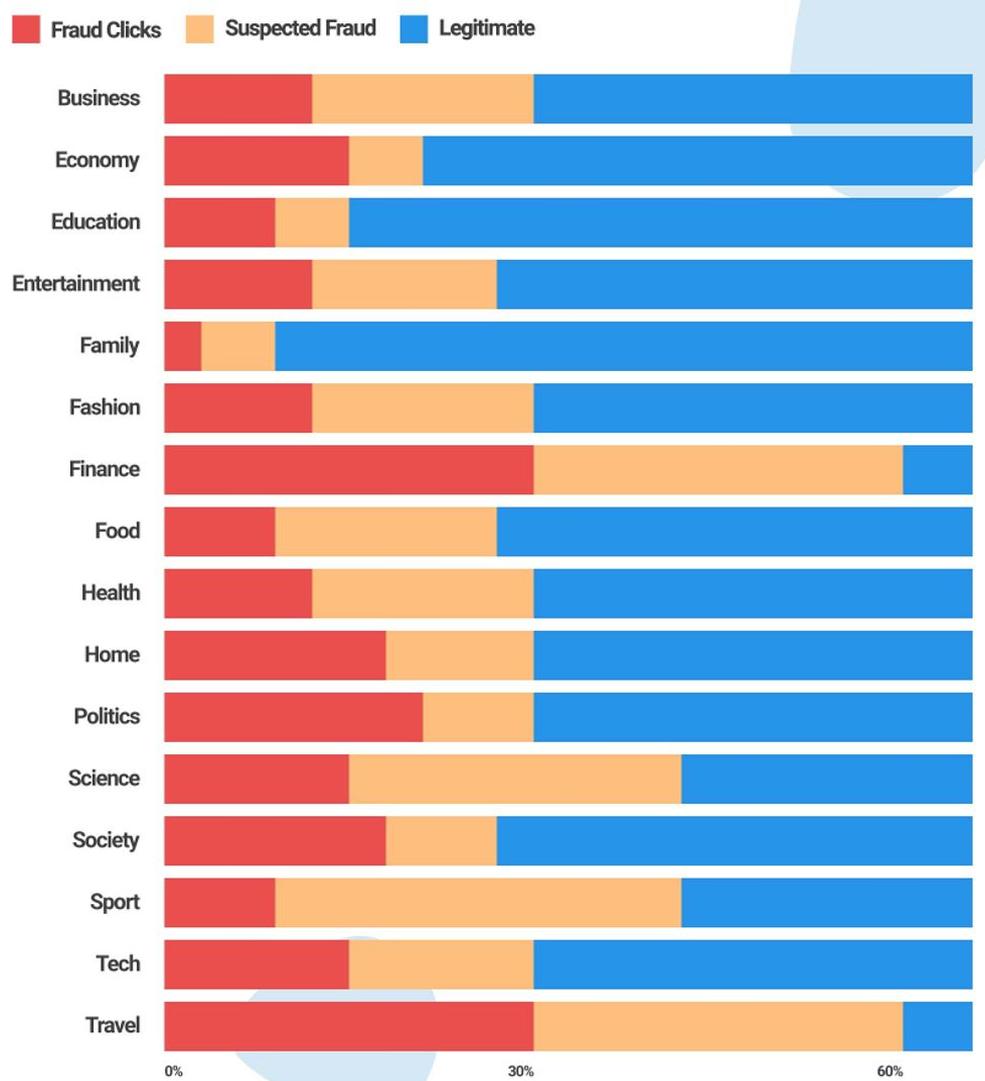
Statistics

- ❑ **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





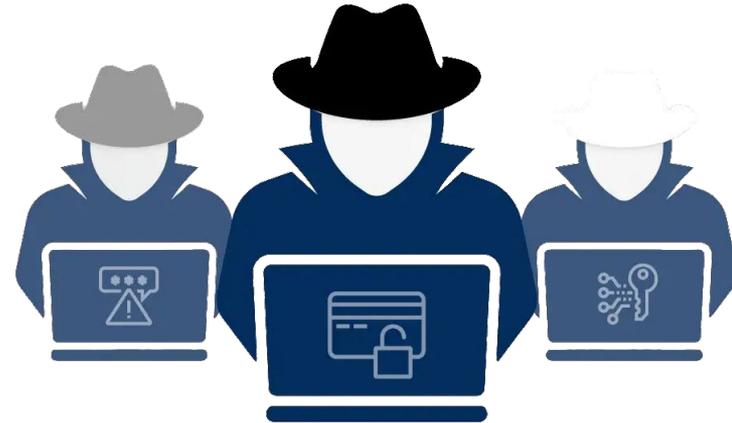
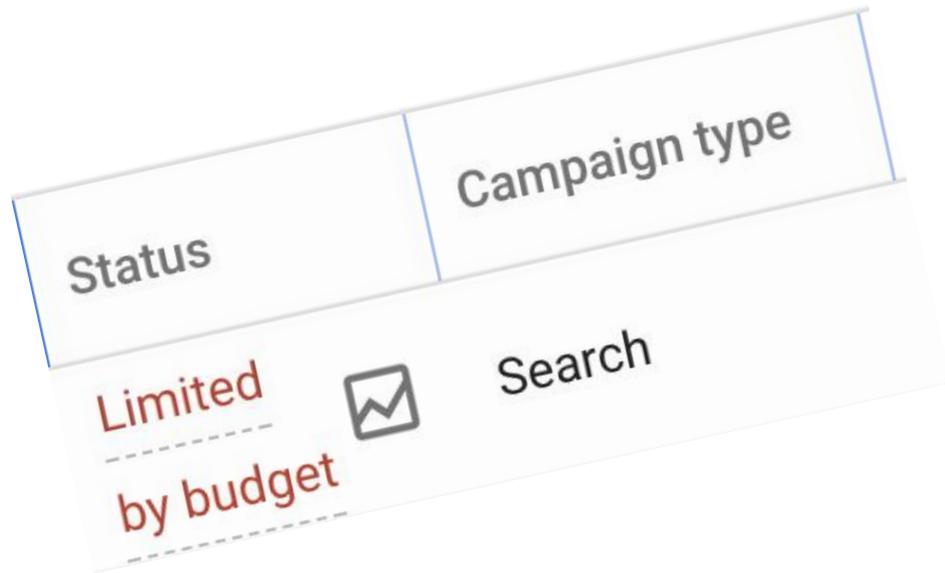


2

How it works

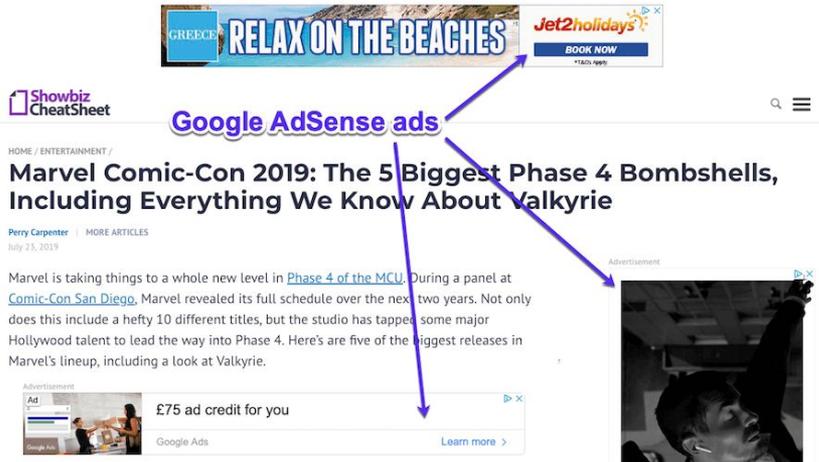
Who benefits from it and why?

1. Competitors (spend your budget)



Who benefits from it and why?

1. Competitors (spend your budget)
2. Website owners (earnings on clicks)

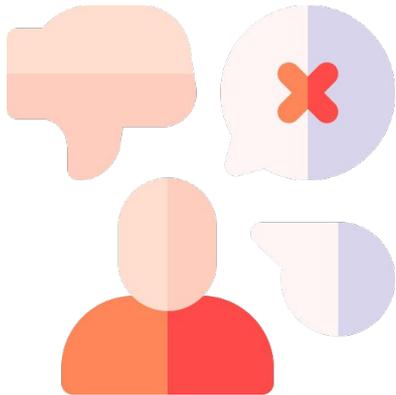


The screenshot shows a website page with several Google AdSense advertisements. At the top, there is a banner ad for 'RELAX ON THE BEACHES' with a 'Jet2holidays' logo and a 'BOOK NOW' button. Below the banner, the website header includes the 'Showbiz CheatSheet' logo and a search icon. The main article title is 'Marvel Comic-Con 2019: The 5 Biggest Phase 4 Bombshells, Including Everything We Know About Valkyrie'. Below the title, there is a 'Perry Carpenter' byline and a 'MORE ARTICLES' link. The article text begins with 'Marvel is taking things to a whole new level in Phase 4 of the MCU...'. At the bottom of the page, there is a small ad for '£75 ad credit for you' with a 'Learn more' link. Three blue arrows point from the text 'Google AdSense ads' to the banner ad, the article text, and the bottom ad.



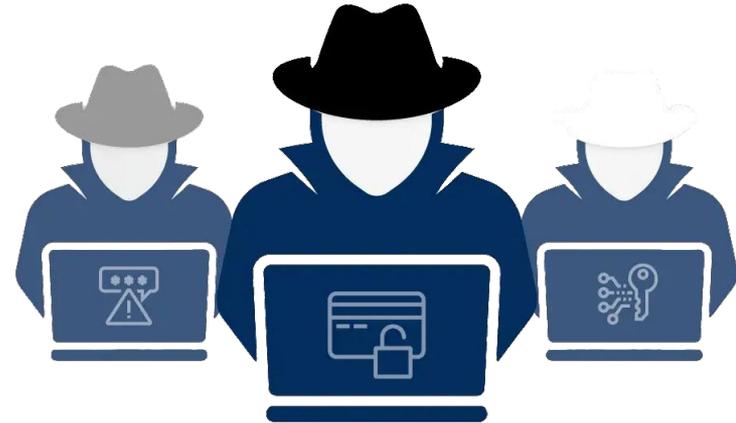
Who benefits from it and why?

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



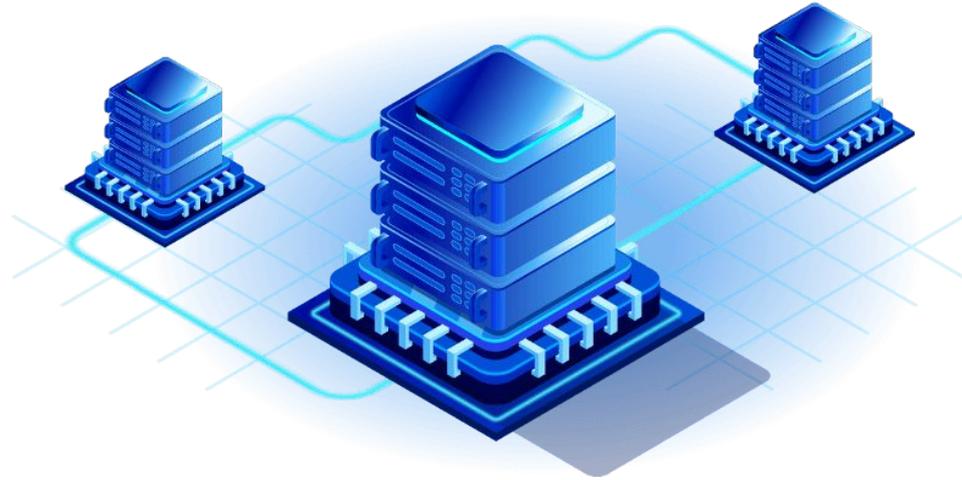
Who benefits from it and why?

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



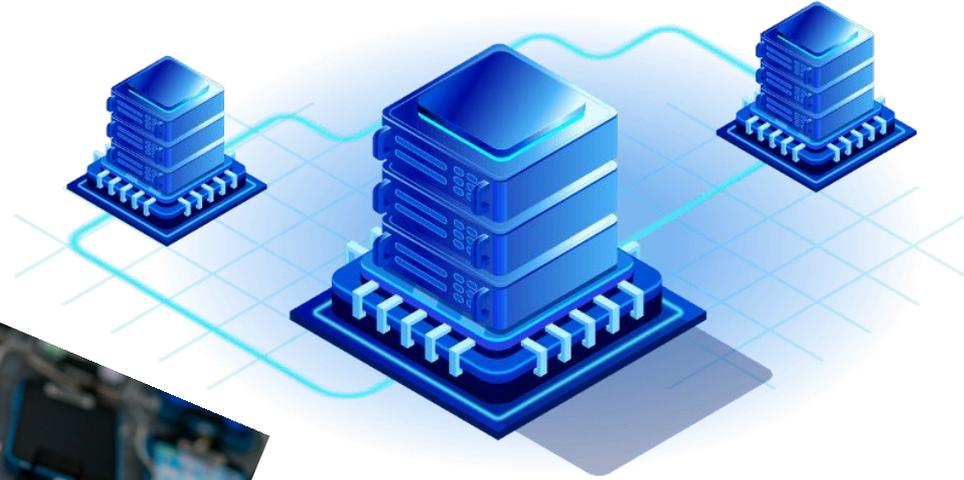
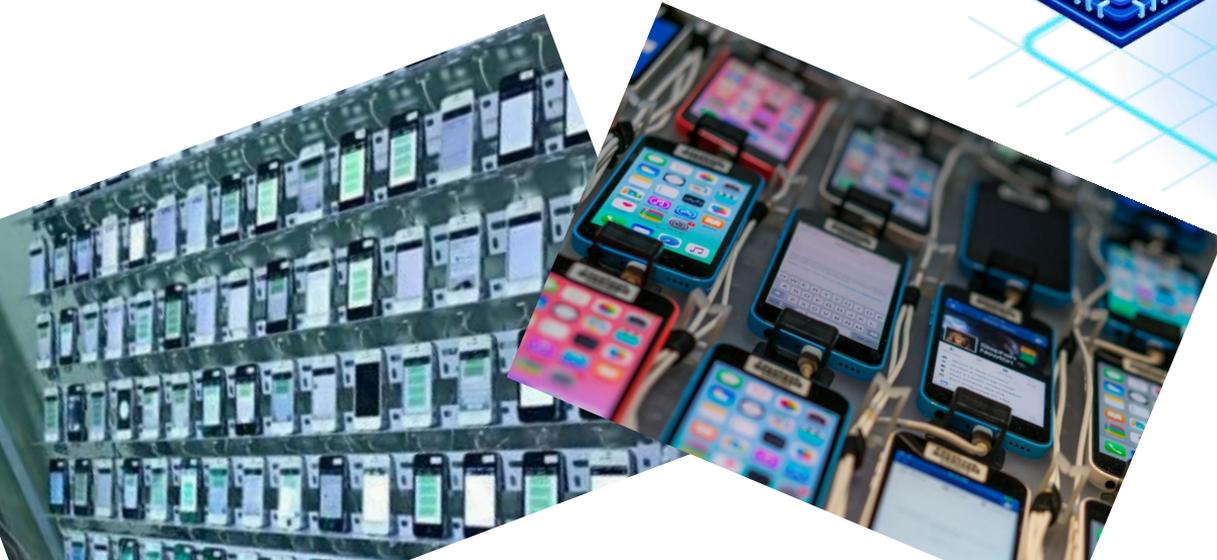
How click fraud works

- Amateur clicking (manually)



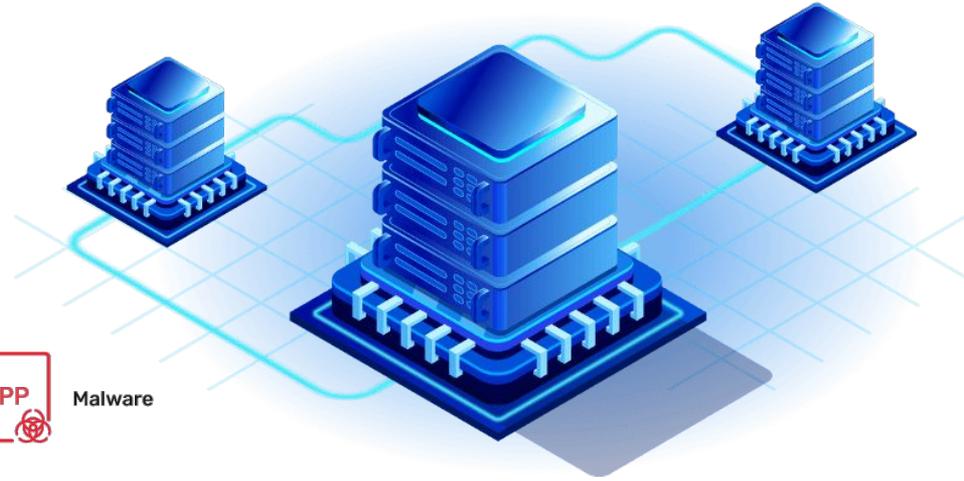
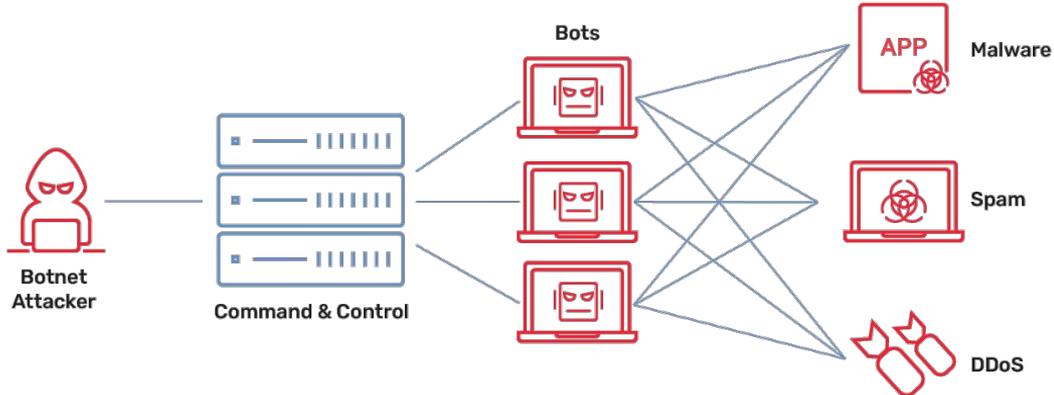
How click fraud works

- Amateur clicking (manually)
- Device farms



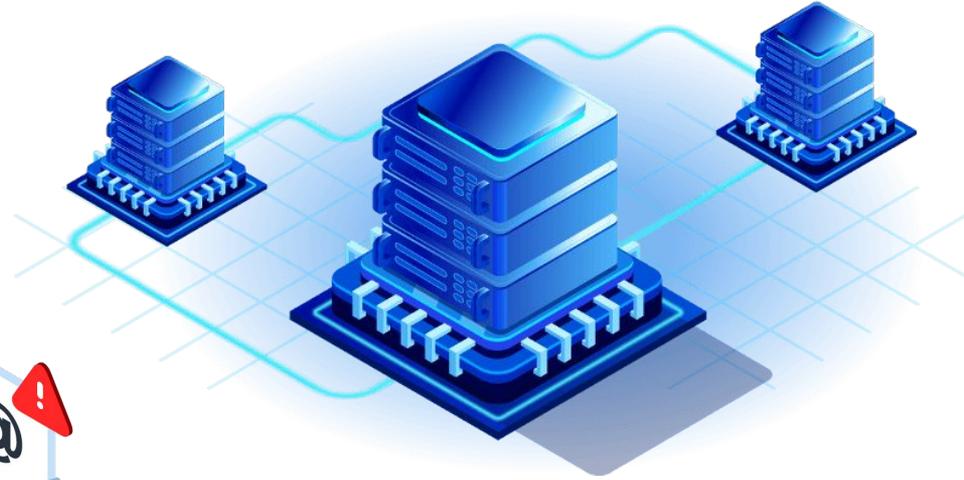
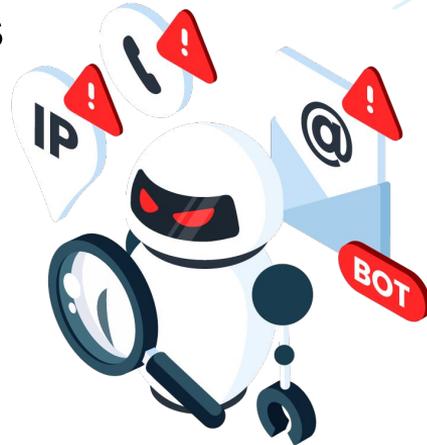
How click fraud works

- Amateur clicking (manually)
- Device farms
- Viruses, Malware



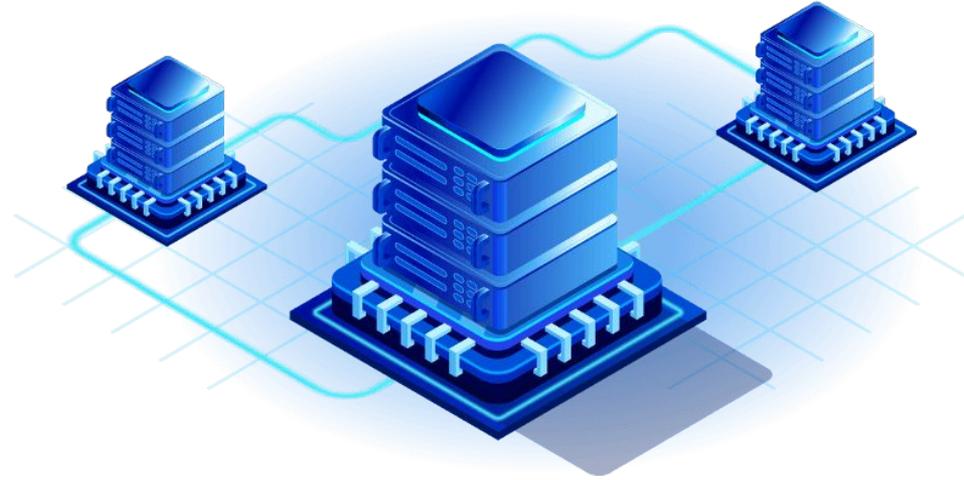
How click fraud works

- Amateur clicking (manually)
- Device farms
- Viruses, Malware
- 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 ^

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

▼

Actions Include people who have taken the following actions

Action

▼ in the past 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](#)

Visitors of web pages ▼

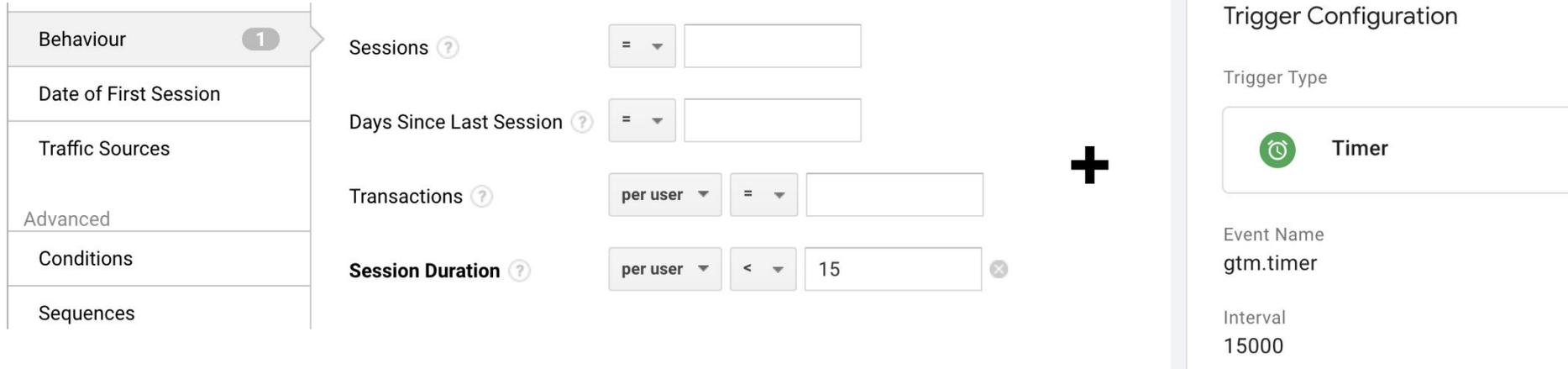
Actions Include people who have taken the following actions

Action

Web page visit ▼ in the past 1 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)
- Exclude all quick visits (< 15 seconds)



The screenshot displays a rule configuration interface. On the left, a sidebar lists categories: Behaviour (1), Date of First Session, Traffic Sources, Advanced, Conditions, and Sequences. The main area shows four exclusion rules:

- Sessions: = []
- Days Since Last Session: = []
- Transactions: per user = []
- Session Duration: per user < 15

A large plus sign (+) is positioned between the rules and the trigger configuration panel on the right. The trigger configuration panel is titled "Trigger Configuration" and includes:

- Trigger Type: Timer (represented by a clock icon)
- Event Name: gtm.timer
- Interval: 15000

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)
- Exclude all quick visits (< 15 seconds)
- Exclude everyone who visits 3 times without conversion

Audience Builder		
Demographics	Behaviour Segment your users by how often they visit and conduct transactions. Sessions ? > 3 ✕ Days Since Last Session ? = <input type="text"/> Transactions ? per user = 0 ✕ Session Duration ? per user = <input type="text"/>	
Technology		
Behaviour 2		
Date of First Session		
Traffic Sources		
Advanced		
Conditions		
Sequences		
		Behaviour Sessions > 3 Transactions = 0

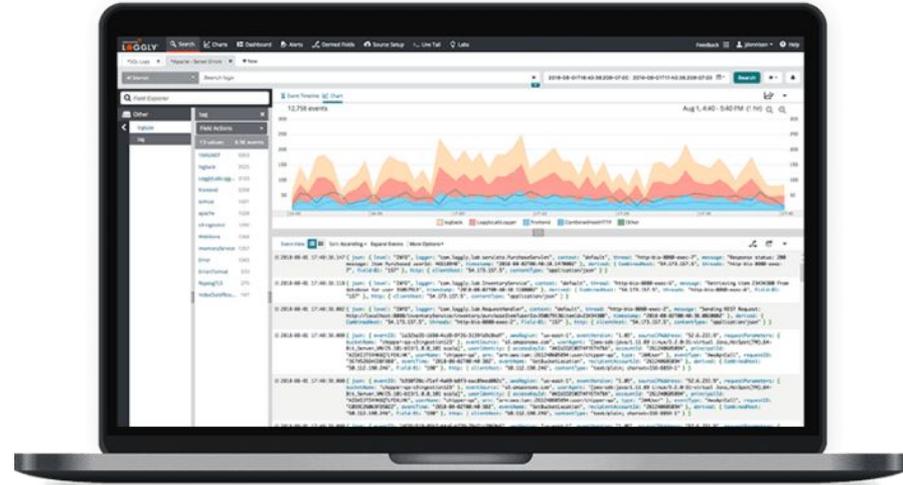


4

**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	182.22325 CjwKCAIazp8eBhByEiWA_gQq5IKpAfe29wU...	Mobile Device Jan 16, 2023 12:31 AM	Keyword - Not Provided PMax_English_World LunioTest	Location Not Available
Invalid	114.4.222.205 EAlatQobChMjI6PKupPHM_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 EAlatQobChMjI6PKupPHM_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 EAlatQobChMjI6PKupPHM_AIVW59mAH09MAG...	Mobile Device Jan 16, 2023 12:55 PM	Keyword - Not Provided Search_English_World LunioTest	Indonesia Surabaya, East Java
Invalid	2405:8d40:4066:6997:3207:aacc:38:6d3 CjKcQIAIUseBhCCARisAHnAzT88i3h5F-KL...	Mobile Device Jan 16, 2023 12:51 PM	Keyword - Not Provided PMax_English_World LunioTest	Philippines Quezon City
Invalid	20218411420 ios_958c9fc0958a11edab6daf244b5ef99...	Mobile Device Jan 16, 2023 10:43 AM	Keyword - Not Provided Discovery_English_Wo... LunioTest	Malaysia Selangor

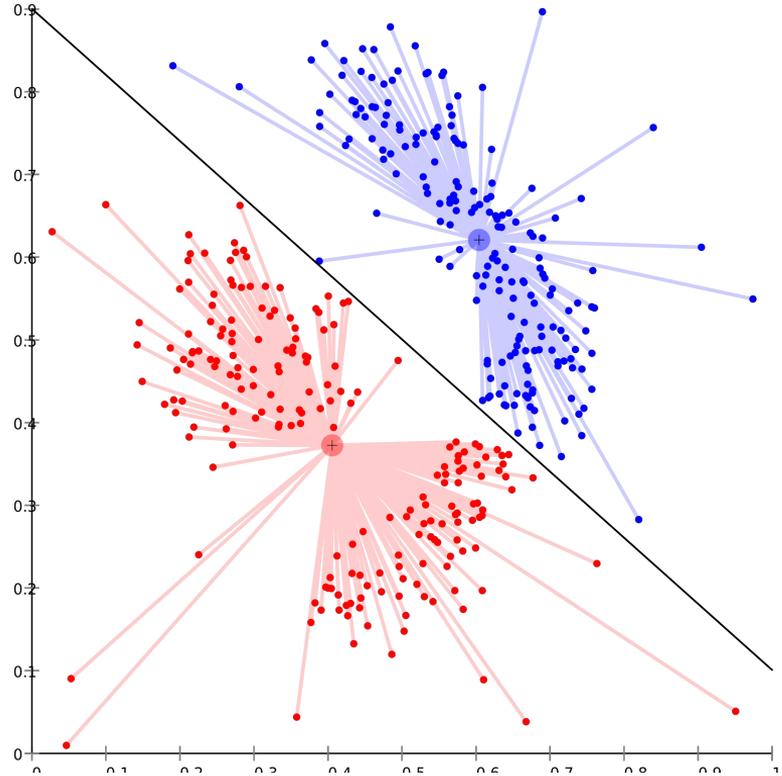


5

Smart Protection

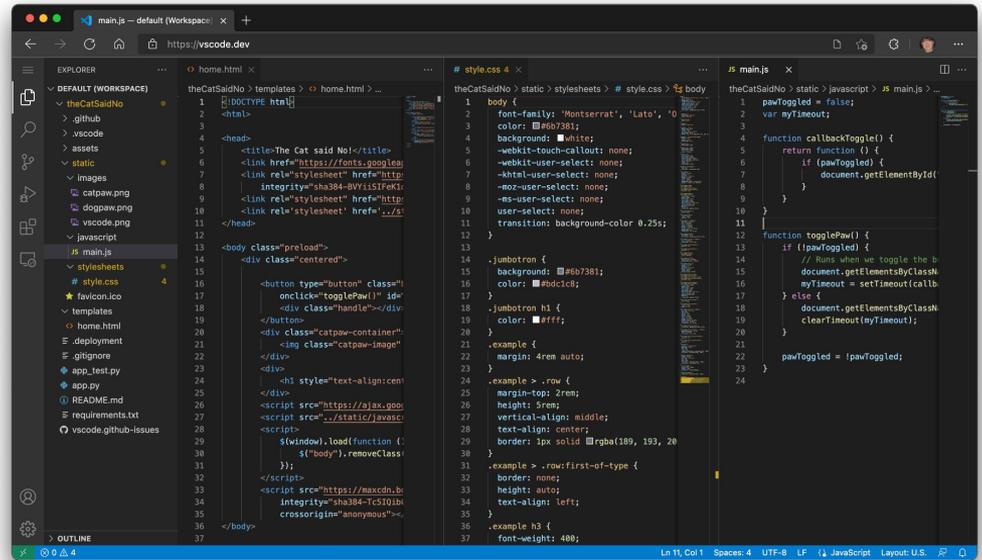
Smart Click Fraud Protection

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



Smart Click Fraud Protection

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

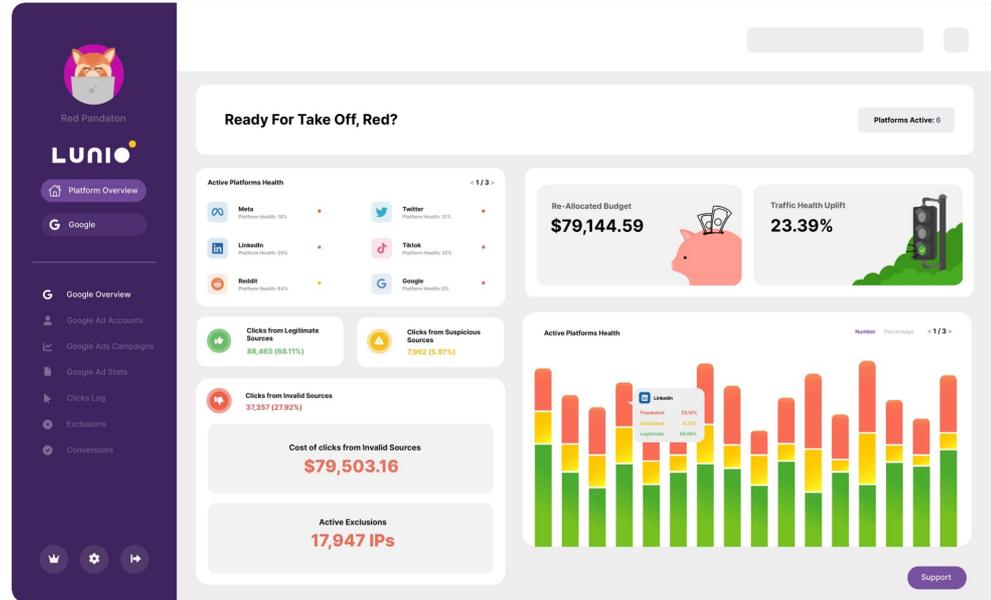


The screenshot shows a VS Code editor with three files open: `home.html`, `style.css`, and `main.js`. The `home.html` file contains HTML for a button that toggles a paw image, with a script that loads a JavaScript file from a remote server. The `style.css` file defines the button's appearance, including a white background, rounded corners, and a blue border. The `main.js` file contains JavaScript code for the toggle functionality, including a `togglePaw()` function that uses `jQuery` to toggle the visibility of the paw image and a `callbackToggle()` function that handles the button click event.

```
1 body {
2   font-family: 'Montserrat', 'Lato', 'O
3   color: #007381;
4   background: #white;
5   -webkit-touch-callout: none;
6   -webkit-user-select: none;
7   -khtml-user-select: none;
8   -ms-user-select: none;
9   user-select: none;
10  transition: background-color 0.25s;
11 }
12
13 .jmbottron {
14   background: #007381;
15   color: #fff;
16 }
17
18 .jmbottron h1 {
19   margin: 4rem auto;
20 }
21
22 .example {
23   .row {
24     margin-top: 2rem;
25     height: 5rem;
26     vertical-align: middle;
27     text-align: center;
28     border: 1px solid #007381;
29   }
30   .row:first-of-type {
31     border: none;
32     height: auto;
33     text-align: left;
34   }
35 }
36
37 .example h3 {
38   font-weight: 400;
```

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

