



## CLICK FRAUD AUDIT BY CLICKLAB



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## Introduction

The increasing proliferation of click fraud -- a premeditated practice of clicking on PPC ads without the intent to buy advertisers' products or services or take other actions -- is plaguing the Pay-Per-Click (PPC) industry and causing fear and uncertainty among advertisers and publishers alike.

Aside from reducing conversion rates and shrinking profit margins, click fraud impairs the relationships between publishers and advertisers. A candid dialogue is often difficult (if not impossible) because of the lack of standard business practices and definitions.

The Clicklab Click Fraud Audit addresses these issues by providing a credible third-party validation of click fraud levels and providing the foundation for credibility and trust between publishers and advertisers.

## Click Fraud Audit for Advertisers

### **The Challenge: Detecting and Documenting Click Fraud**

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Click fraud is a serious problem that can undermine your pay-per-click (PPC) advertising efforts. PPC providers are understandably reluctant to share click fraud data, and circumstantial evidence, such as poor conversion rates, is not accepted as a basis for refunds. As a PPC advertiser, you need the piece of mind and evidence that comes from reliable click fraud detection and documentation.

### **The Solution: Clicklab Click Fraud Audit**

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The Clicklab Click Fraud Audit is the original authoritative audit statement of Potential Click Fraud (PCF) levels for all of your PPC traffic sources and campaigns.

### **Features & Benefits**

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- Determine the extent to which potential click fraud (PCF) is adding cost and undermining the effectiveness of their PPC campaigns
- Determine which sites, keywords, and/or PPC providers are experiencing higher levels of PCF, enabling potential tactical changes to your advertising strategies
- Re-capture a portion of advertising expenditures that have been consumed by click fraud; thereby enabling re-investment and improved ROI
- Audit new or existing PPC campaigns and traffic sources
- Enable PPC providers to access PCF data securely and confidentially online

# Click Fraud Audit For Publishers

## The Challenge: Validating Click Quality

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The PPC advertising industry is filled with uncertainty because of click fraud and a lack of standard business practices and definitions in its detection and measurement. Click fraud, left unchecked, drives advertisers away and compromises PPC providers' credibility and trust. As a PPC provider, you are responsible for delivering quality traffic and proving that clicks charged to advertisers are valid.

## The Solution: Clicklab Click Fraud Audit

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The Clicklab Click Fraud Audit is the original authoritative audit statement of Potential Click Fraud (PCF) levels across your PPC network.

## Features & Benefits

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- Prove that the clicks charged to advertisers are valid using independent third-party data
- Build advertiser loyalty and trust
- Differentiate from competition and build goodwill in the marketplace
- Identify and suspend unscrupulous affiliates and traffic partners
- Use Clicklab Audit Statement and Seal on your website, marketing collateral, and press releases

## Audit Process

Clicklab Click Fraud Audit is a unique blend of robust technology and human expertise. We have developed the systems and processes to obtain reliable, trusted, independently validated results.

### Click Fraud Audit Steps

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**Deployment and Configuration** - Clicklab analysts review your website and PPC strategy and provide your technical team with the Managed Setup document that contains detailed installation instructions.

**Tuning** - After the initial set of data is collected, Clicklab analysts adjust the settings of the statistical scoring algorithm to fit your unique requirements.

**Automated Analysis** - Clicklab system monitors paid clicks and website usage for suspicious activity and applies a series of analytical tests to detect and isolate fraudulent click signatures.

**Analyst Investigation and Review** - Clicklab analysts establish data validity, conduct spot checks, and investigate discrepancies and deviations.

**Publisher Review** (Click Fraud Audit for publishers only) - prior to publication, client is provided with audit findings and is given one week to respond.

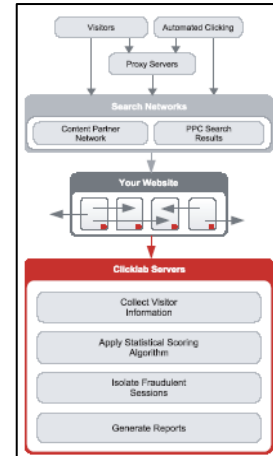
**Publication** - Click Fraud Audit is delivered in PDF format. All of the supporting PCF data is available in a secure password-protected area online.

## Software and Technology

### Statistical Scoring Algorithm for Click Fraud Detection

Clicklab provides the most advanced enterprise-class click fraud detection technology available on the market today. It is the result of over three years of research and development work performed by mathematicians, programmers, and PPC specialists.

Built on an enterprise-class web analytics platform, Clicklab monitors your PPC search engine traffic and clicks for suspicious activity and applies a series of statistical tests to detect fraudulent click signatures. A weighed penalty score is assigned to each failed test, based on its significance. For example, if a visitor session originates from an anonymous proxy server, it gets a higher penalty score than many other offences.



There are currently over thirty tests and statistical comparisons. To stay a step ahead of the perpetrators, Clicklab anti-click fraud engineers are continuously adding more tests. Some of Clicklab statistical tests include:

- Session parameters - cookies, JavaScript, environmental variables
- Session statistics - recency, frequency, depth, duration
- IP statistics - number of paid clicks, visits, conversions, etc. per given IP compared to control groups and statistical averages for a given site
- Keyword bid price - a direct indication of a risk factor
- Conversion rate analysis - typically, clickers in India or China aren't going to buy your red widgets

If cumulative score exceeds the threshold, Clicklab declares a visitor session a potential click fraud (PCF) and flags it for analysis and further action.

The settings of Clicklab statistical scoring algorithm are customized for each client to reflect individual business needs and criteria.

### Data Collection

Clicklab supports both JavaScript page tags and proprietary server-side data collection methods. We also offer a powerful hybrid solution - a combination of client- and server-side data collection. The choice of the method depends on your needs and situation.

## Duration and Pricing

An initial Click Fraud Audit typically lasts one to three months from deployment, depending on your situation and requirements.

Clicklab Click Fraud Audit fee for new clients starts at \$1,000 and depend on your industry risk factors and potential exposure, PPC advertising spend, cost per click, number of keywords and campaigns, website traffic volume, and data collection method.

Based on the initial audit findings, Clicklab will work with you to develop and recommend an optimal strategy for the ongoing click fraud detection efforts and consequent audits, if deemed necessary.

## Contact

When you contact us, please complete our client worksheet:

<http://www.clicklab.com/Clicklab-click-fraud-audit-worksheet.rtf>

We'll send you a proposal within two business days.



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