



Clicklab Click Fraud Detection Frequently Asked Questions



Clicklab, LLC

1616 Anderson Road
McLean, VA 22102

www.clicklab.com

Toll-free 888-841-3342

Fax 202-318-1408

Email sales@clicklab.com

Table of Contents

Position in the Marketplace	3
What is Clicklab background?	3
How do Clicklab differ from other click fraud detection services?	3
How do Clicklab compete with PPC SEs' efforts to detect click fraud?	3
Can't we do this in-house?	3
Who are some of your clients?.....	3
General Click Fraud and Refund Questions	4
What is the average potential click fraud (PCF) rate?	4
Am I guaranteed to receive a refund using Clicklab PCF reports?.....	4
How do I present Clicklab reports to PPC search engines?.....	4
What if I don't get a refund?	4
How much does it cost?	5
Click Fraud Audit	5
What is Clicklab click fraud audit?.....	5
What is the audit process, and how long does it take?.....	5
How much does it cost and what are the deliverables?	5
Can I sign up for the service without click fraud audit?	6
Technical Questions.....	6
How scalable is Clicklab technology?	6
What data collection methods are available?.....	6
What is involved in getting Clicklab service up and running?	6
Can you provide the list of criteria used to detect fraudulent clicks?.....	6

Position in the Marketplace

What is Clicklab background?

Clicklab is a web analytics company founded in 2001. From the start, we focused on measuring online conversions, as opposed to merely quantifying website traffic. Clicklab's state-of-the-art statistical scoring algorithm for detecting fraudulent click signatures is a result of four years of intensive research into the metrics that describe visitor behavior and quantify the variations in conversion rates.

How do Clicklab differ from other click fraud detection services?

Clicklab managed click fraud detection solution is a powerful combination of robust technology and human expertise. Our software is based on the enterprise-class web analytics engine. The system applies over 30 statistical scoring tests to each PPC visitor session to detect and document potential click fraud (PCF). This makes Clicklab managed click fraud detection service the most accurate, reliable, and scalable offering on the market today.

How do Clicklab compete with PPC SEs' efforts to detect click fraud?

We don't. Clicklab click fraud detection method is based on the post-click analysis of visitor behavior on your website. The efforts of PPC search engines are limited to studying visitor activity before the click. For these reasons, Clicklab advertiser-side technology is complimenting, rather than competing with, pre-click analysis performed by the PPC search engines.

Can't we do this in-house?

Designing and implementing an accurate and reliable click fraud detection program requires a considerable investment of time and resources. Clicklab provides you with a proven turn-key system and processes at a fraction of in-house development cost. In addition to immediate deployment, dependable results, and substantial savings, you also benefit from using an independently validated third-party reports for effective corroboration with traffic providers.

Who are some of your clients?

We've worked with public and private category-leading companies, as well as small businesses in almost every industry and market niche, including B2C and B2B ecommerce, lead generation, travel, employment, education, health, and finance.

General Click Fraud and Refund Questions

What is the average potential click fraud (PCF) rate?

For the first-tier search networks, potential click fraud rate ranges from 5% to 20%, with Clicklab system-wide average of 13.4%. PCF levels across some second-tier search networks and traffic aggregators can approach 100%. Your results will depend on the nature of your industry, competitive landscape, number and type of keywords, campaign distribution options, and PPC search engines you use.

Am I guaranteed to receive a refund using Clicklab PCF reports?

The amount of refund depends primarily on your negotiating leverage with a PPC search engine, which in turn is determined by your advertising spend. Using Clicklab data as an independent third-party corroboration, your chances of obtaining a full or partial refund increase dramatically. Clicklab specialists are available to participate in the negotiations with PPC search engine representatives on your behalf.

How do I present Clicklab reports to PPC search engines?

Clicklab system allows you to create logins for traffic providers, who will be able to view the PCF data pertaining to their traffic for a chosen date range. In addition to the executive summary, this data includes a complete database of all PCF sessions accessible by keyword, IP address, session ID, time and date stamp, referring URL, and other parameters. For each session flagged as PCF, Clicklab provides an explanation and list of scoring algorithm exceptions.

What if I don't get a refund?

Just because the marketplace hasn't matured enough for the PPC search engines to assume responsibility for the traffic they charge for doesn't mean that the advertisers should abandon their due diligence efforts. Clicklab PCF reports provide valuable insights that you can use to:

- Optimize your keywords and PPC advertising strategy
- Avoid wasting the budget and internal resources on managing campaigns plagued by click fraud
- Conduct spot-checks and assess the feasibility of introducing new keywords, campaigns, and marketing tactics

We believe that only the collective marketplace efforts will persuade PPC search engines to act responsibly.

How much does it cost?

The fees for managed click fraud detection service start at \$300 per month and depend on your unique circumstances:

- Exposure level and risk factors
- Number and type of keywords and campaigns
- Monthly volume of clicks, visitors, and pageviews
- Amount of Clicklab resources dedicated to managing your account
- Success of your refund negotiation efforts

Clicklab will create a proposal reflecting these factors upon the completion of a click fraud audit.

Click Fraud Audit

What is the Clicklab click fraud audit?

The Clicklab click fraud audit is the original authoritative audit statement of potential click fraud (PCF) levels for your PPC traffic sources and campaigns. The click fraud audit provides the essential third-party corroboration that is based on a human review and analysis of data collected and processed by Clicklab click fraud detection software customized for your site's unique traffic patterns.

What is the audit process, and how long does it take?

The audit process consists of the following steps: 1) Managed setup and deployment, 2) Tuning of the scoring algorithm, 3) Automated analysis, 4) Analyst investigation and review, 5) Publisher review (click fraud audit for publishers only), and 6) Publication. Depending on your click volume, it takes from 30 to 90 days from service activation to complete the audit.

How much does it cost and what are the deliverables?

The Clicklab click fraud audit fee starts at \$1,000 per site. This one-time fee includes up to 50,000 paid clicks analyzed and certified audit statements for up to two PPC providers. Certified audit statement is delivered in PDF with online access to underlying PCF data.

Can I sign up for the service without click fraud audit?

Clicklab always begin working with new clients by conducting a click fraud audit. Intensive human review and analysis of the data during the audit ensures that the system is configured properly to fit your site's unique traffic patterns. The audit results allow us to develop an appropriate strategy for the ongoing click fraud detection efforts, as well as price our services to value.

Technical Questions

How scalable is Clicklab technology?

Clicklab click fraud detection platform easily scales up to click volumes exceeding 10M paid clicks per month.

What data collection methods are available?

Clicklab offers both standard client-side JavaScript page tags and custom server-side data collection technology. In the latter case, information is recorded on your server in Clicklab proprietary log file format and securely transferred to our servers for processing, analysis, and storage. We also offer a powerful hybrid method that combines client- and server-side data collection for added accuracy and reliability.

What is involved in getting Clicklab service up and running?

Typically Clicklab begin working with new clients using JavaScript page tags methodology. The installation consists of the following three steps:

- Insert JavaScript page tags into every HTML page of your website,
- Designate Action pages (for example, "thank-you" pages following form submissions)
- Define traffic sources and keywords by adding the
"?source=google&kw=keyword+phrase" string to the landing page URLs.

The server-side and hybrid data collection methods work by means of a custom data capture module installed on your server.

Can you provide the list of criteria used to detect fraudulent clicks?

Clicklab provide the descriptions of scoring tests to our clients upon the execution of a mutual confidentiality agreement.