

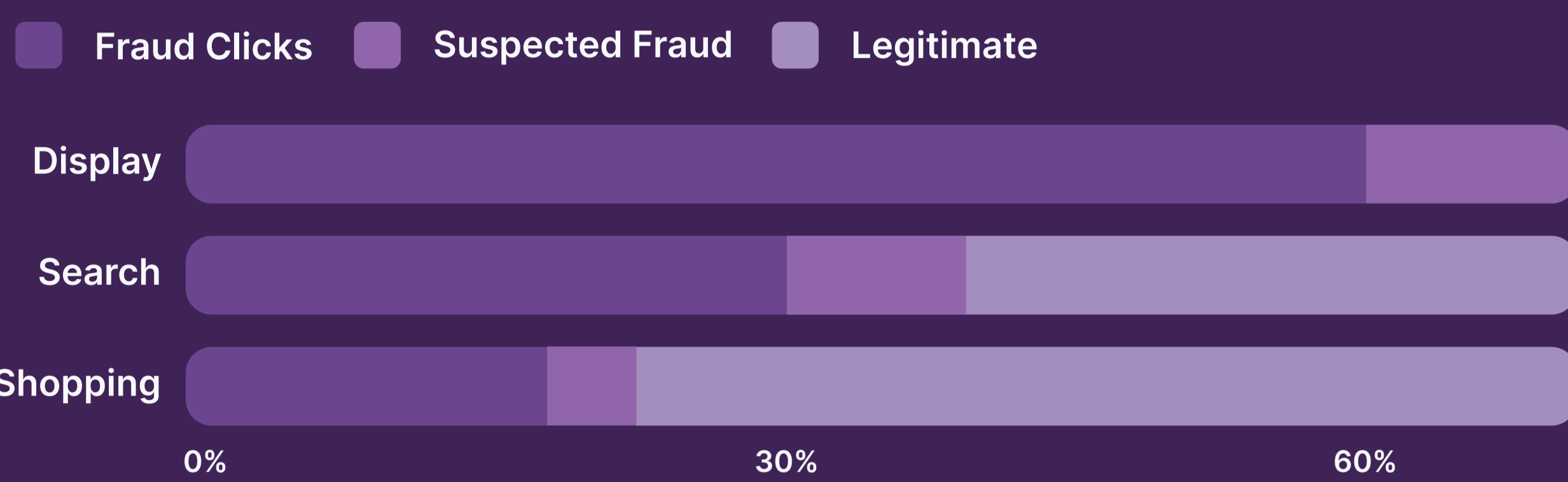
Click Fraud Analyzed

Click fraud has been a problem since the launch of online advertising, and despite some predictions that the growth rate of online advertising fraud is still predicted to reach \$50 billion by 2025. Our system has been built to combat this and we've analyzed 300,000,000 points of data and found the following.

Fraud by Network Type

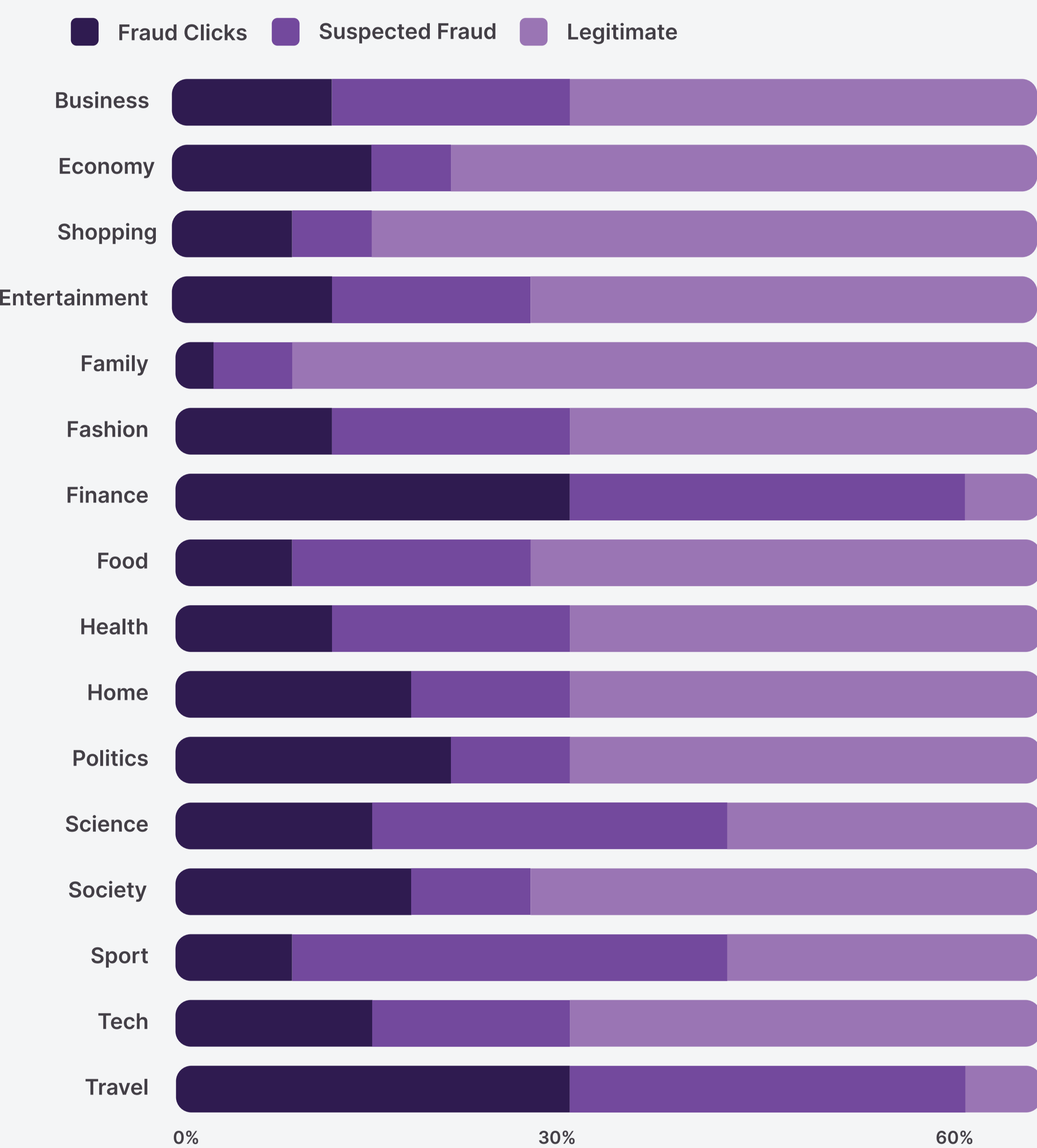
Google shopping adverts receive much lower rates of fraud than the average. This is consistent in both the 2018 study and the protected data. Google search ads experience slightly under average fraud rates in the protected data set, remaining consistent with the 2018 study.

Display ads are a prime target for fraudsters. Some estimates suggest roughly 60% of all display ad budgets are wasted due to fraudulent clicks.



Most Fraudulent Industries

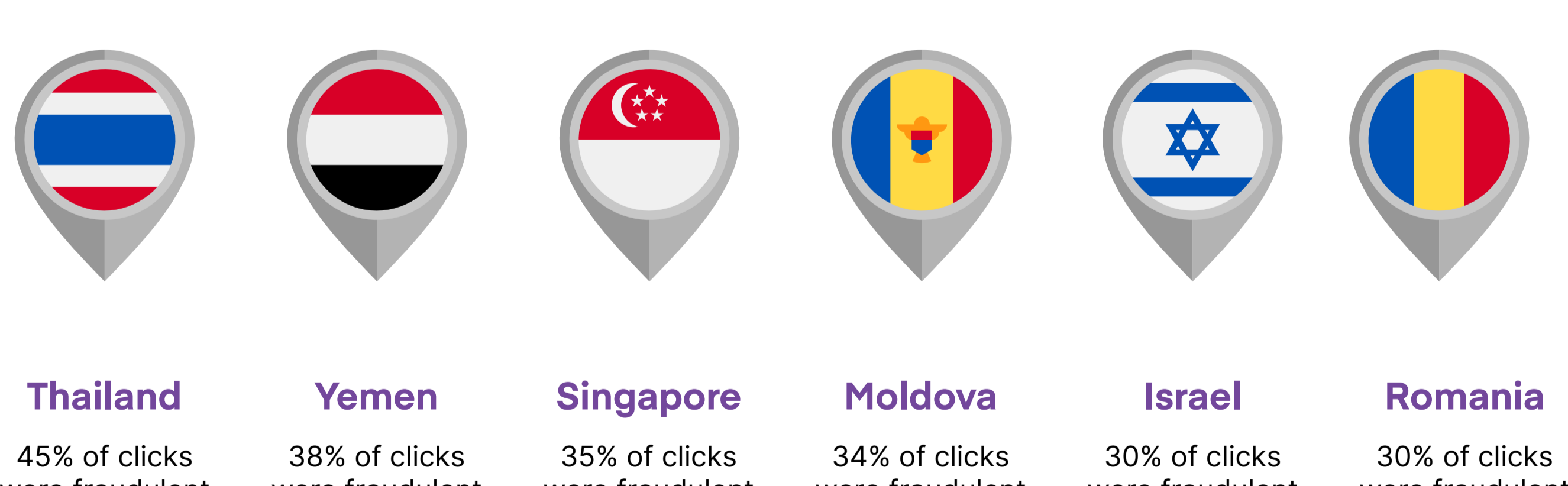
Examining rates of fraud in various industries, the data shows Finance and Travel are the most frauded industries, which backs up the data found by Bloomberg back in 2015.



The monitor-only click sample of our dataset had an average fraud rate of 29.74%. This figure is well within the margin of error of the results found by Adobe in 2018. **Adobe found that 28% of website traffic displayed inhuman signals**, leading the company to conclude the traffic was originating from bots or click farms.

Countries with Highest Fraudulent Clicks

The following countries are the most common source for fraudulent clicks in our database.



Highest CPC Fraudulent Keyword Terms

The following keywords have a high cost per click and a high rate of fraud. Each keyword includes all phrases of related terms.



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