



PPC Protect

2018



WHO WE ARE

Your Click Fraud Prevention Team



Neil Andrew
Marketing Director

Neil heads up our marketing team here at PPC Protect. Having worked in paid search marketing at FTSE100 & FTSE250 companies, Neil also has a high level of knowledge in all pay per click platforms.



Alexander Winston
Managing Director

With years of experience managing a successful marketing company, Alex makes the business development decisions. He also manages the office and ensures that our excellent team of staff work to their full potential.



Segev Hochberg
Head of Support

As head of support, Segev manages our 24/7 email support team to ensure a timely and helpful reply to any enquiries or questions you or your team may have about the PPC Protect platform.



Matthew Nance
Lead Developer

Matthew ensures exciting new features are pushed out to the PPC Protect platform on a timely and stable basis. He has over 10 years' experience in enterprise level software development.



Sam Carr
Fraud Analyst

Sam uses the latest trends and statistics from external and internal sources to work with our development team and update our algorithm. He also works with our design team to create infographics with the latest ad fraud data.



Andrew Swindlehurst
Data Analyst

Andrew uses the skills learnt in his degree in Physics to work with the PPC Protect database and find the latest fraud trends. He works closely with Sam and the development team to ensure our algorithm is the best it can be.



Osman Karabulut
Human Resources

Osman helps expand our talented team through recruitment. He also deals with any internal admin tasks, ensuring that our software is up to date with all the legal requirements.



Mark Harrison
Head of Sales

As the head of sales, Mark is responsible for building relationships and making sure clients get the most out of our software. He has an exceptional talent for explaining the intricate workings of our software.

WHAT WE DO

Block Fraudsters. Save Money.

At the heart of it all is one simple goal – to eliminate click fraud. We've developed the most advanced click fraud prevention platform for AdWords advertisers that the world has ever seen, analysing over 120 points of data for every single visitor click, all in real time. That doesn't mean it needs to be complex to use though! PPC Protect is easy to set up and offers total hands-off protection against click fraud, we do all the heavy lifting for you.

We're here to protect your business against a range of common attacks including malicious competitors, disgruntled customers, botnets and fraud rings.



Customers

This is one of the most common attacks we see. A past customer is unhappy with the service they have received and now they're constantly clicking your adverts to cost you money. We block them in seconds.



Competitors

Your competitors are clicking your adverts to cost you money. They're often doing it on a large scale too. We stop that from happening – your competitors won't be able to defraud you again.



Botnets

Did you know that up to 60% of paid traffic has been identified as coming from bots and crawlers? These aren't real clicks and will never convert – but you're still paying for them. We don't think that's fair.



Fraud Rings

Estimates say that up to \$16billion is lost annually to click fraud, much of which is the result of organised fraud rings and networks. We prevent these networks from ever being able to click your adverts.

A GLOBAL PROBLEM

The Issue of Click Fraud

Click fraud isn't defined to any one industry, or any one geographic location. It happens all over the globe, across all industries. 24 hours a day, 7 days a week. The fraudsters never stop.

Not only is click fraud a global problem, but it's a growing problem too. Over the past 10 years the rate of click fraud has increased by an estimated 150% and estimated annual losses have skyrocketed from around \$6billion to over \$16billion.

2007 10%

2016 20%

2017 25%

**Estimated % of fraudulent clicks.
Study conducted by Searchengineland**

A recent study by Fortune.com attempting to investigate the scale of the bot-net and click fraud problem identified that less than half of all online paid advertising is ever seen by a human user.

“ Businesses could lose \$16.4 billion to online advertising fraud in 2017”

CNBC, Mar 2017

With over 70% market share in the paid search advertising space, the majority of click fraud occurs on the Google AdWords network. As a result, this is the network that we have built PPC Protect to focus on, ensuring the best possible protection against the maximum number of fraudulent clicks.

A recent study by CNBC has shown that businesses face losses of up to \$16.4billion in 2017 as a direct result of click fraud, and that this figure is only set to grow as online advertising revenues increase. In some of the hardest hit industries up to 60% of all clicks are identified as fraudulent or coming from non-human sources.

“ The rise of sophisticated bot-nets and other forms of click fraud is part of the reason why less than half of all Internet ads are even seen by humans”

Fortune.com, Dec 2016

CLICK FRAUD STATISTICS

In April 2016 both Click Fraud and Bot Traffic were the top concerns about Digital Media according to US Brand Marketing Executives.

78% Click Fraud

78% Bot Traffic

On average Finance is hit the hardest, with over 50% of Finance companies reporting bot traffic of over 22%.

71% Viewability

60% Ad Block

57% Lack of Control

57% Conflicting Data

Finance 22%

Family 18%

Food 16%

Travel 11%

Home 10%

Health 10%

Economy 9%

Society 7%

Fashion 7%

Entertainment 6%

Education 6%



According to a report released 2015 by Distil Networks, for every \$3 spent, \$1 is going to ad fraud.

“The average bot traffic in Video Ad Campaigns has been found to be up to 63%”

White Ops, Inc. Dec 2014

Estimated bot traffic per domain category in online advertising. Study by Grapeshot 2015.

THE SOLUTION

Here's How We Do It

Identifying and fighting click fraud is a challenging and ever-changing problem. It's a game of cat and mouse where we must always stay one step ahead of the fraudsters who are intent on depleting your advertising budgets. This is where PPC Protect really begins to shine.

Our click fraud prevention and protection platform is the world's most advanced, employing a huge range of identification and analysis metrics, including:

- Over 120 points of user data per click
- Real time fraud & risk score analysis
- Machine learning algorithms
- Real time offender blocking

Real Time Analysis

PPC Protect works in real time to protect you against threats as and when they happen. We identify the fraudsters as soon as their attacks start and stop them from escalating any further.

Real Time Offender Blocking

PPC Protect goes further than just analysis. Our real time offender blocking allows us to instantly block fraudsters from clicking your adverts within seconds of an attack beginning.

User searches for your high value keywords with the intent of committing click fraud

↳ **User clicks your adverts on these high value keywords, costing you money**


User exhibits fraudulent behavior on your website which our software tracks.

↳ **User triggers our fraud detection alarms and is flagged as fraudulent**

User is automatically added to your IP exclusions list

↳ **User can no longer see your ads or click them, saving you money**





Real time offender blocking means we can stop click fraud attacks within seconds of them starting. We make sure you're not part of the \$16.4 billion lost to click fraud every single year.

SCALED FOR ENTERPRISE

A Scalable System

Thanks to our unique, scalable approach we are able to handle clients with an unlimited amount of ad clicks each month and dynamically scale our services to match with demand from your customers.

We're built on the AWS (Amazon Web Services) ecosystem for the maximum levels of stability, security and speed. Our team has years of experience in managing AWS systems for enterprise clients, so you can be sure that your account is in good hands. AWS allows us to instantly grow our processing power and handle huge influxes of traffic, no matter when they occur. There's no need to consult with us before starting a new marketing campaign – we'll automatically adjust to it and keep you protected.

A Secure System

We take security seriously. Really, really seriously. All of our data is encrypted to military grade standards and our system is regularly monitored and tested by experienced Penetration Testers and cyber security experts.

The only action that PPC Protect can perform within your AdWords account is to add IP addresses to your IP blocklist. Everything else is handled on our side to ensure we have the most secure system possible, meaning no one will ever be able to get access to or hijack your AdWords account.

Our system also runs on multiple redundancies and backups, meaning your AdWords account will always be protected against fraud.



OPERATING GLOBALLY

Multiple Redundancies

It's a fact of life that servers go down and networks have connectivity issues – but that doesn't mean they have to impact you or your paid search marketing.

PPC Protect runs on multiple redundancies and backup systems, with 5 currently in action at the time of writing and two more arriving in early 2018.

This means if one server or datacentre encounters a problem, all your data is instantly rerouted to the next available server in the list. Neither you or your customers notice this, it's all done instantly and quietly behind the scenes to ensure a seamless continuation of service.

A Global Server Network

Running on the AWS ecosystem allows us to ensure we're using servers in the locations where your customers are. This allows us to massively reduce connection times and ensure a quick, seamless experience for your customers. Currently our CDN (content delivery network) has servers in:

- Los Angeles, USA
- New York, USA
- London, United Kingdom
- Frankfurt, Germany
- Mumbai, India
- Seoul, Korea
- Tokyo, Japan
- Sydney, Australia
- Rio De Janeiro, Brazil



By utilizing the power of a global CDN we can ensure we're always routing your customers through servers closest to their physical location. This allows for a fast, seamless experience for all your customers whilst protecting you against the fraudsters.

DEDICATED SUPPORT

We believe that good support is at the heart of any successful service. All enterprise clients will receive a dedicated account manager and have access to our dedicated enterprise support hotline, where we will be ready and waiting to answer any questions you may have. No question is too big or too small – we're here to help!

As a customer-centric company we're also always looking for new feature suggestions from our clients. Your feedback is the most valuable and accurate we can get so if we don't have it and you want it then let us know. We'll happily build it for you because when you're happy, we're happy.



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