

PPC PROTECT ENTERPRISE

AN INNOVATIVE CLICK FRAUD SOLUTION



Find us Online

<https://ppcprotect.com>
@PPCprotect



Head Office

29 Victoria Road,
Bolton, BL6 5NA



Contact Us

hello@ppcprotect.com
01204 235288

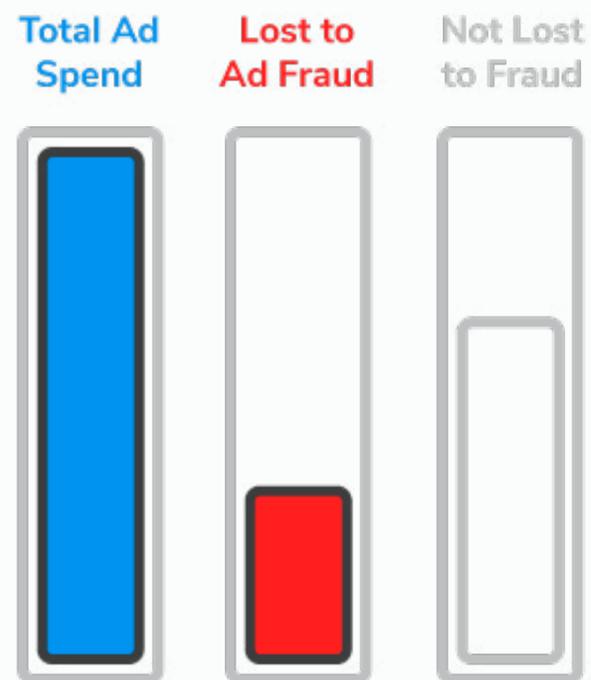


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PREWORD

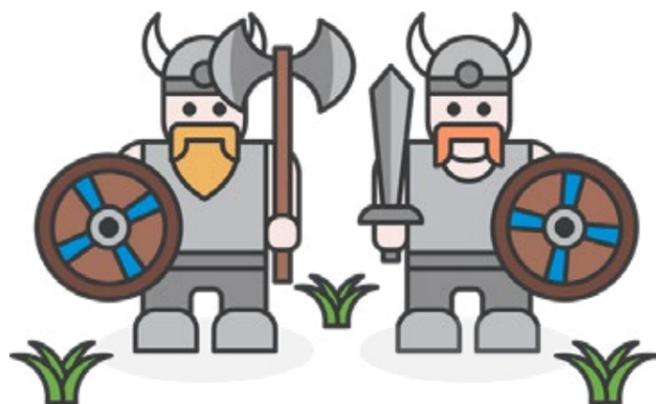
Click fraud isn't defined to any one industry, or any one geographic location. It happens all over the globe, across all industries. 24 hours a day, 7 days a week. The fraudsters never stop. A recent study by Fortune.com attempting to investigate the scale of the bot-net and click fraud problem identified that less than half of all online paid advertising is ever seen by a human user. Over the past 10 years the rate of click fraud has increased by an estimated 150%, and estimated annual losses have skyrocketed from around \$6 billion to over \$16 billion. Even worse: In some of the hardest-hit industries, up to 60% of all clicks are identified as fraudulent or coming from non-human sources.



The cost of Ad Fraud

Around \$1 in every \$3 spent is estimated to be fraud (adage.com)

WHO WE ARE



YOUR CLICK FRAUD PREVENTION TEAM

Here at PPC Protect we have one simple goal, to eliminate click fraud for Pay Per Click advertisers on the Google AdWords platform. This goal was born out of the frustration of being Digital Agency owners ourselves and experiencing exceptionally high levels of click fraud attacks across a number of our clients and finding no relevant or scalable solution to help combat it.

As they say though, in every crisis there is opportunity and off the back of this frustration came the idea for the PPC Protect platform. As a team who already have years of experience together across sales, marketing, software development and enterprise level customer support we began creating the ultimate, scalable, enterprise-level solution to click fraud prevention.

Having worked in enterprise level search marketing and software development ourselves, we understand the challenges that enterprise businesses face and how these differ from the challenges small businesses face when implementing new software solutions. This has allowed us to make PPC Protect truly unique – the world's first scalable, enterprise ready click fraud prevention platform.

Neil Andrew Managing Director



[Image]
PPC Protect Head Office Front



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 PPC.



Segev Hochberg Customer Relations

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.



Simon Allais EU Business Development

Having run multiple IT companies in Belgium, Simon is head of our business development in Europe and is responsible for helping European clients fight back against click fraud.



Sam Carr Marketing Manager

Sam heads our marketing department, responsible for ensuring our campaigns reach the right people. He's responsible for all inbound marketing and content on our site.



Andrew Swindlehurst Data Analyst

Andrew uses the skills learnt in his degree in Physics to work close with the development team, and with the PPC Protect database and find the latest fraud trends.



Nicolas Moreau Developer

Nicolas is one of our clever clog developers here at PPC Protect. If anything ever breaks in the dashboard, then he's probably to blame. But don't worry, he's also good at fixing things!



Laurens Monstrey Full Stack Developer

Laurens is one of our front end developers at PPC Protect and is responsible for maintaining the functionality of the dashboard along.



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.

“

To summarize my findings, about 65% of clicks are bounces. 53% are abnormal and occur in the middle of the night. And half of these abnormal clicks (22% of total) are fraudulent. So far, 22% is my lowest fraud estimate. However, 53% is my best guess.

Quote From

Investigating Google Adwords Click Fraud

<https://ppcprotect.com/resources/investigating-google-ad-fraud.pdf>

WE STOP:



Non-converting Users

Don't let users consistently clicking your ads who have no hope of ever converting drain your PPC budget.



Malicious Publishers

Avoid losing out to publishers in the Google Partner/ AdSense network who inflate ad clicks on their publisher sites to earn more money.



Hackers

Our software protects you from users trying to spoof their activity by masking fraudulent ad traffic as legitimate.



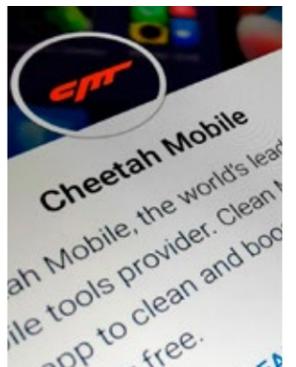
Botnets

We'll protect you from Botnets who create fake ad traffic en-masse to cost you money or make money on their own fraudulent publishing sites.



Competitors

Our algorithm uses data to stop competitors from maliciously clicking your ads to deplete your budget.



Google warns app developers of three malicious SDKs being used for ad fraud

<https://techcrunch.com/2018/12/07/google-warns-app-developers-of-three-malicious-sdks-being-used-for-ad-fraud/>



THE PROBLEM



WHAT'S ALL THE FUSS ABOUT?

Now that you understand how pay per click advertising works, it is much easier to understand what click fraud is.

Click fraud is due to advertisers being charged for every click on their ad, hence the model's name. In 2017 alone, [about 1 in 5 clicks on adverts were fraudulent](#), with the number slowly increasing every month.

To put it simply, click fraud can be defined as:

The fraudulent clicking of pay per click adverts to generate fraudulent charges for advertisers.

Notice how the definition specifically mentions pay per click adverts. If the same fraudulent clicks took place on a different model, say a cost per impression model, then it would be completely different as advertisers are charged every per 1,000 views, regardless of how many clicks they get.

So how does click fraud work?

If we go back to the leaflet analogy, then it's the same as someone tearing down all your leaflets.

Since they've ran off with your leaflets, how is anybody else going to hear about your store? They're probably not unless you buy more leaflets which will cost you more money. If you do decide to buy more leaflets then what are the chances that the same person will come and take them all again?

As you can see, click fraud is a frustrating and demotivating problem.

Not only does click fraud drive up advertising costs for businesses, but it also skews analytical data which many companies rely on to make effective marketing decisions. Maybe you have a pay per click campaign with a really high converting and profitable keyword that delivers 80% of your sales. If that keyword suffers from regular click fraud without you being able to detect it, then from a marketing perspective you might decide to get rid of it. From looking at your data the click through rate would be extremely high, while the conversion rate would be extremely low. Since you get charged for every click, eventually the cost of the ad will outweigh the profit and you'll have to give up on it.



of all online ads are never seen by a human (Google, 2014)

However, if you have sufficient data and monitor the keyword closely, then there is a good chance you would notice a change in performance, alerting you to the fact that something shady might be going on with that keyword.

Dig a little deeper, and you would notice multiple clicks from the same IP addresses or an influx of clicks from a high-risk country you don't even offer services in.

But who's doing this? Who exactly is responsible for these clicks, and what do they get out of sabotaging you?

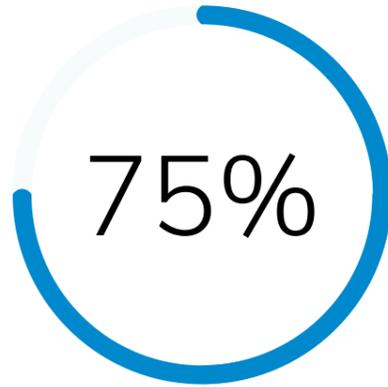


[Whitepaper]
PPCProtect: An Exploration of Key Traits of Click Fraud
<https://ppcprotect.com/resources/key-traits-of-click-fraud.pdf>



CLICK FRAUD STATISTICS

CLICK FRAUD STATISTICS



of desktop clicks on 300 x 600 ad units are fraudulent (Pixalate, 2017)

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.

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.

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.

“ 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

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.

2007 10%

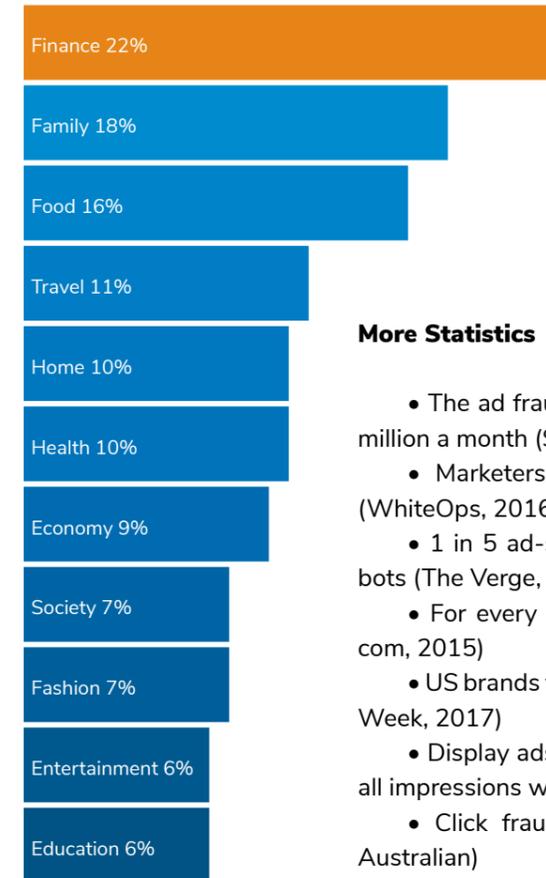
2016 20%

2017 25%

Estimated % of Fraudulent Clicks According to Searchengineland

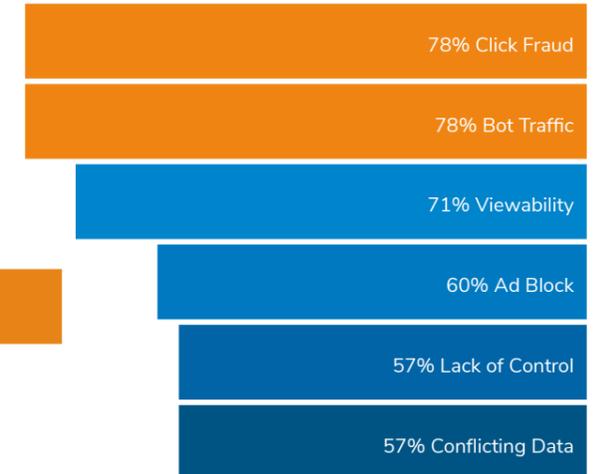
CLICK FRAUD STATISTICS CONT.

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



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

“ Marketers lost \$7.2 billion to digital ad fraud in 2016 (WhiteOps, 2016)



Adweek, 2016

More Statistics

- The ad fraud botnet “Chameleon” costs advertisers over \$6 million a month (Spider.io, 2016)
- Marketers lost \$7.2 billion to digital ad fraud in 2016 (WhiteOps, 2016)
- 1 in 5 ad-serving websites are visited exclusively by fraud bots (The Verge, 2017)
- For every \$3 spent on digital ads, fraud takes \$1 (Adage.com, 2015)
- US brands will lose \$6.5 billion to ad fraud in 2017 (Marketing Week, 2017)
- Display ads examined by Integral Ad Science found 8.3% of all impressions were fraudulent (Integral Ad Science, 2016)
- Click fraud is currently growing at 50% per year (The Australian)

- Desktop click fraud has risen from 20% to 24% in 2017 (Pixalate, 2017)
- Nearly 20% of total digital ad spend was wasted in 2016 (CNBC, 2017)
- Smartphone click fraud increased 102% from January – April 2017 (Pixalate, 2017)
- 1 in 5 pay per clicks were fraudulent in January 2017 (Pixalate, 2017)
- 50 percent of ad impressions served on Internet Explorer were to non-human traffic (FraudLogix, 2016)



THE SOLUTION



[Image]
 PPC Protect Installation, quick and easy.
<https://ppcprotect.com/how-it-works/>

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.

Quote From
 PPC Protect

OUR PROCESS SIMPLIFIED

1. The click on the ad (search network, shopping or display) passes through our monitoring funnel in under 100ms – so fast that the user doesn't even notice it.



2. When passing through the monitoring funnel we collect over 100 pieces of unique data, including IP address, device ID, resolution, user agent, location and more.



3. We analyze and cross-reference this data in real time with our existing bank of fraudulent devices/activity, as well as using machine learning to identify new fraudulent activity not seen before.



4. If our algorithm detects that the click was fraudulent, that user is blacklisted and can no longer see your ads.



5. Blacklisted users are blocked within Google Ads by adding them to a blacklist via the Ads API.



6. Our unique "Threat Level" detection technology means that Google Ads 500 IP limit in the blacklist isn't an issue – we ensure it's always populated with the IPs most likely to commit fraud.



7. Even if the fraudulent attacker/device changes IP you are still protected thanks to our device ID tracking systems.



[Image]
 Server cables

“Featuring an advanced algorithm that collects over 120 unique data points, we take the guesswork out of click fraud with our data backed decisions. With access to enormous amounts of data from tens of thousands of different campaigns, we know all the telltale signs of click fraud. Why spend hours adjusting settings and defining rules when you can sit back and let us do the hard work?”

Quote From
 PPC Protect



BUILT 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.

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. 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.

MULTIPLE REDUNDANCIES

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.

Quote From
PPC Protect



[Blog Post]
Why you should avoid auto refunds
<https://ppcprotect.com/google-ads-auto-refund-dangers/>

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.

ENTERPRISE BENEFITS

Unlimited Budget Protection

Protect as much Google Ads budget as you like with our no limits protection plan.

Industry Leading SLA

Built with performance and security in mind, enjoy 99.99% uptime from our dedicated cloud servers located in 58 cities worldwide.

Enterprise Hardware

Our large network of international cloud servers scale with demand meaning you'll never experience lag or slow down.

GDPR Compliant

As part of the new EU GDPR legislation, our service meets all of the required privacy standards as set out in the EU's guidelines.

Dedicated Account Manager

All of our enterprise accounts come with a dedicated account manager to ensure you receive the best click fraud protection.

