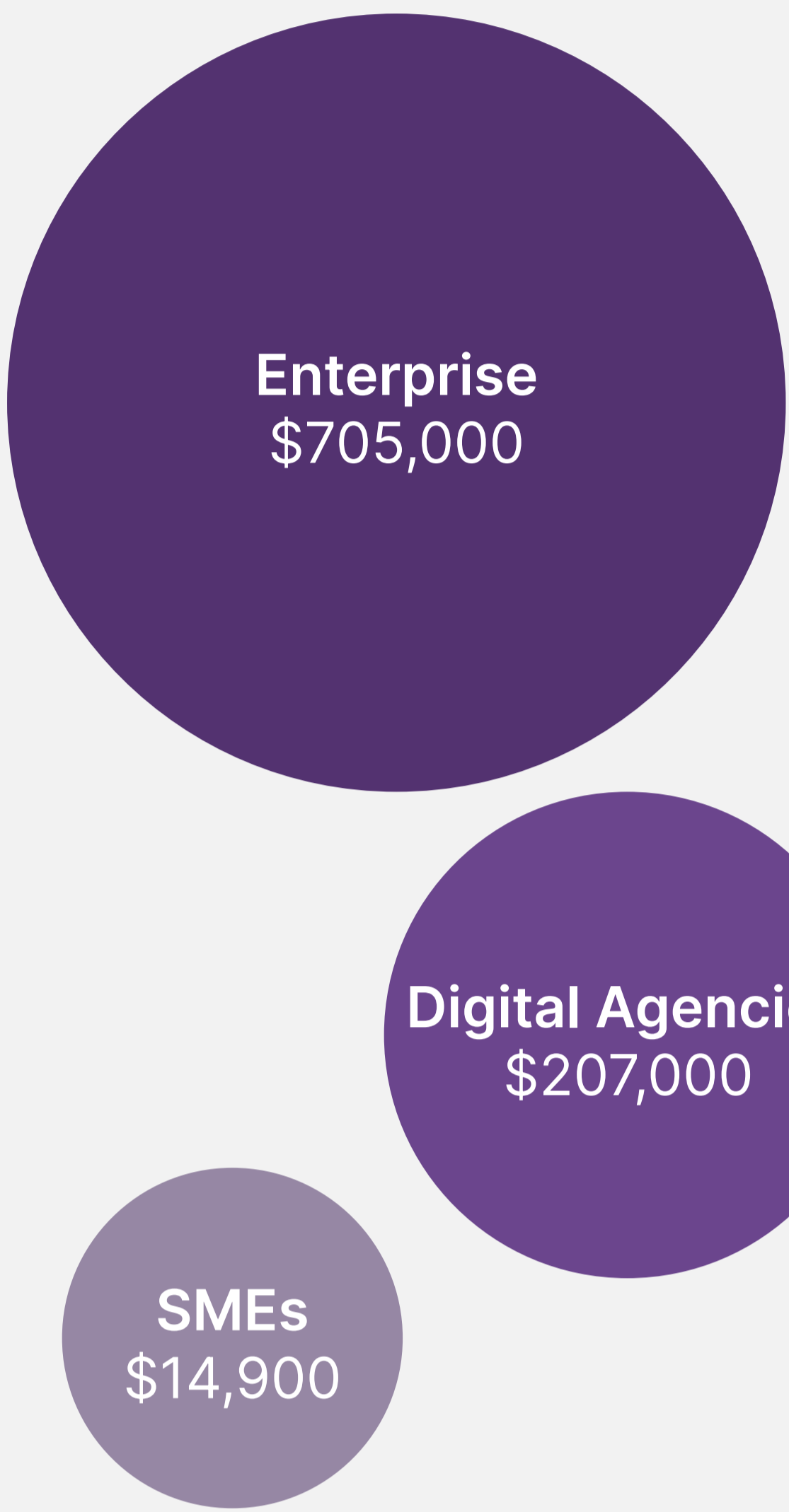


2020 - 2021 Global Click Fraud Report

For our first Global Click Fraud Report, we studied 1 billion ad clicks and 100 billion data-points for crucial insights into malicious pay per click activity. If you're working in paid search, then here's what you need to know.

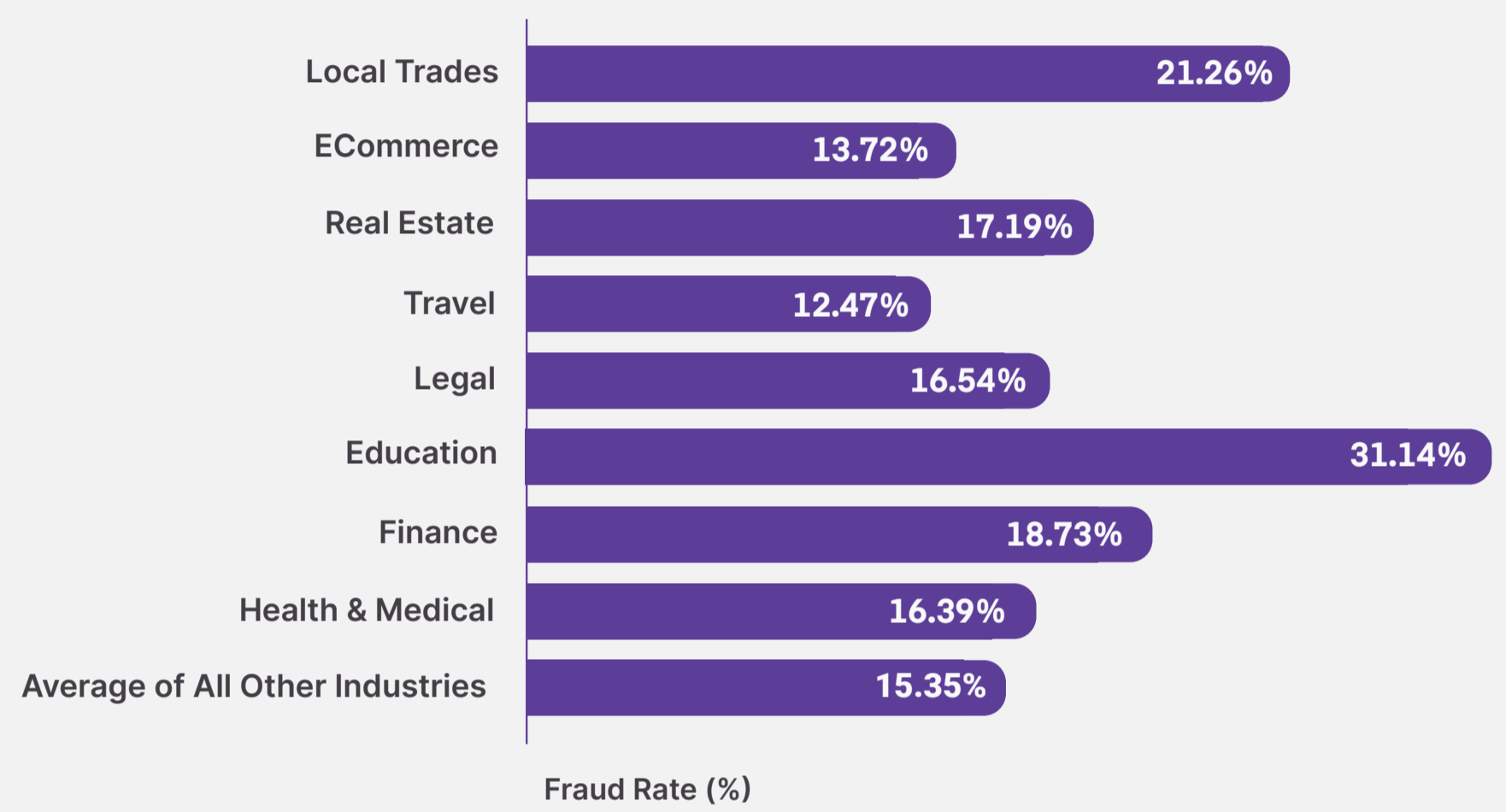


Average Yearly Losses to Click Fraud

The average annual losses for SMEs are \$14,900, with digital agencies at \$207,000. Enterprise businesses were the biggest losers, with over 47x the amount of SMEs at \$705,000

Click Fraud Industry Breakdown

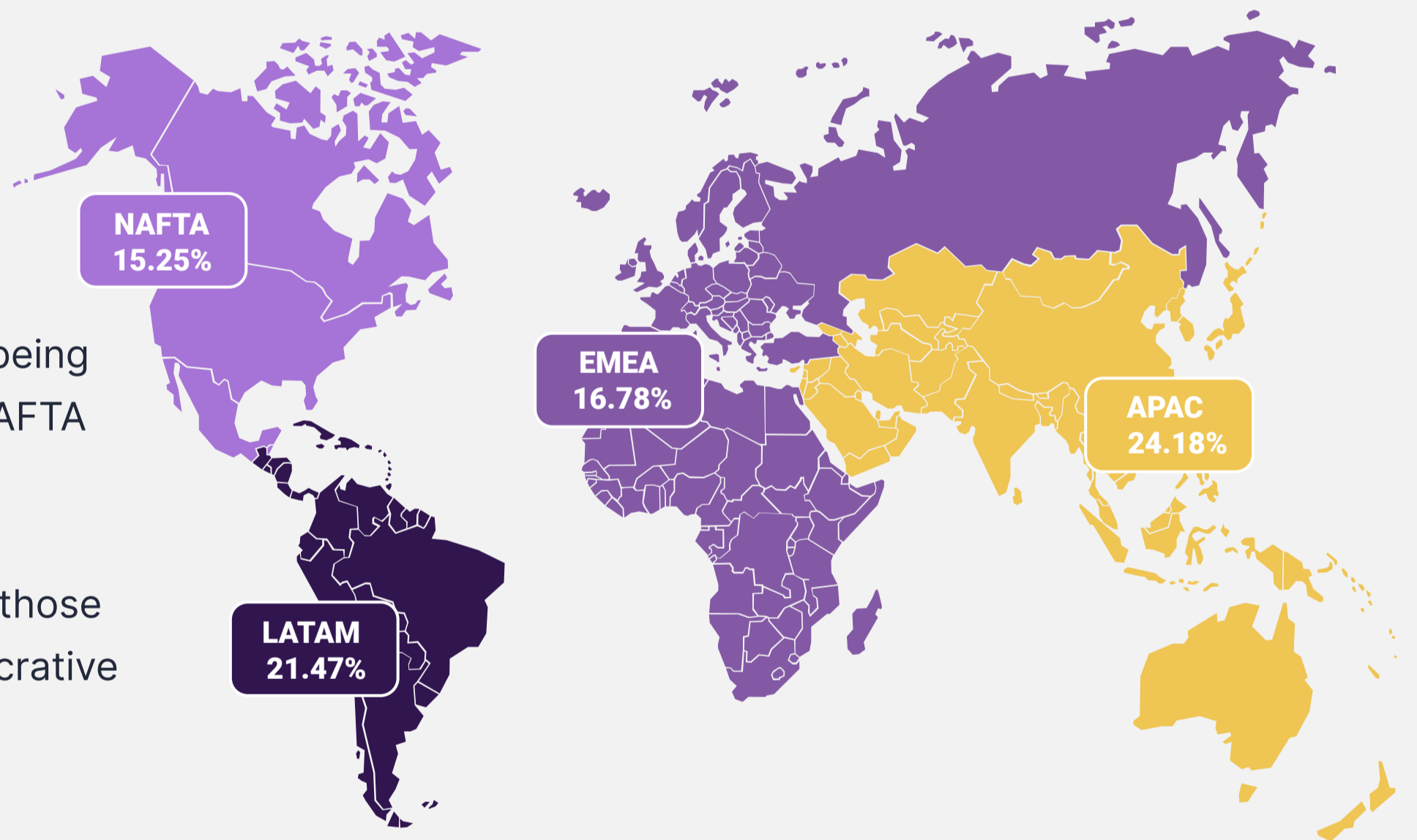
The education industry saw the highest rates of click fraud during 2020 with 31.14% of all clicks being fraudulent. During the same time, the travel industry saw the lowest rates out of all the industries.



Regional Fraud Breakdown

During 2020, the worst-hit areas were LATAM and APAC regions with 21.47% and 24.18% of all clicks being fraudulent. The least hit regions were EMEA and NAFTA with 16.78% and 15.25% respectively.

Countries in APAC are usually less developed than those from NAFTA or EMEA, which makes click fraud a lucrative source of income for many.



Fraud Responsibility Breakdown

38% of click fraud can be traced back to bots that criminal rings use to exploit paid search.

There's also in-app advertising fraud that has seen a huge rise in recent years and now makes up 19% of all fraudulent clicks.

And if you ever thought your competitors are clicking your ads, then you're right! Competitors make up 17% of all fraudulent clicks which severely affects all businesses, especially SMEs.

Interested in what you see?

Discover more fascinating insights and statistics on how click fraud is affecting the PPC industry with our free 2020 - 2021 Global Click Fraud Report.

[Get More Insights With The Full Report](#)