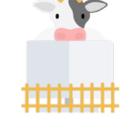


Is Google Doing Enough To Stop Invalid Traffic?

The most common objection we hear regarding invalid traffic protection is that Google already takes care of it. But do they really?

Invalid traffic sources are notoriously difficult to stop because they originate from a wide range of places.



Click Farms



Accidental Clicks



Bots



Other non-genuine interest



Competitors

It's important to monitor the quality of your ad traffic because:

Invalid clicks mess up your data



Which influences your decision making



And costs you money both in the long and short term

You don't want to shape your PPC campaigns based on the behavior of traffic that has no genuine interest in your business.

What Google Is Doing To Tackle Invalid Clicks

Google has a number of solutions in place to combat click fraud such as automated filters, real-time filters, and their own Ad Traffic Quality Team who manually analyzes and reviews invalid clicks. They'll even re-credit your account if they detect invalid clicks on your ads.

Seems like they've got all their bases covered, right?

The problem is Google only offer:

- A one-size-fits-all solution
- Refunds once every 60 days (which you have to ask for)
- Reactive rather than proactive measures



Google doesn't actually block invalid traffic which means it can simply retarget you, and the clicks still enter your CRM and mess up your data. So, not only are your campaigns being compromised but so are your future decisions, and that can cost you far more than just ad spend.

Why It's Not In Google's Interest To Fight Click Fraud

Something to bear in mind when relying on a big corporation such as Google for the majority of your business is how different their objectives are from yours.



It's not in Google's interest to stop invalid traffic as they make money whether clicks are legitimate or not. Advertising has always been Google's priority as it made up **\$146.9 billion of its \$181.69 billion profit** in 2020 and so it makes sense that their loyalty will always remain with what turns a profit - clicks.

Google has a history of not being fully transparent as demonstrated by their antitrust court cases. It's also reflected in the way PPC managers have to spend a lot of time anticipating Google's next move so they don't get blindsided.

Waiting for them to protect you from invalid traffic will cost you a lot of money.

Think Your Ads Are Fine?

Take a minute to see if any of this is true for your campaigns.

- High CTR but low conversions?
- Time on page less than 0.1 second?
- Traffic spikes at random times?

Then you may have an abnormal number of invalid clicks - which you pay for!

Get your ads checked now.

[Check Your Traffic](#)



Dale Powell
Managing Director - Atomic Marketing

"For one client, Google was saying we had £50 to £100 of illegitimate clicks per month. We actually found out it was over £500 a month, which turned out to be the case for three months."

If Google's Methods Work, How Is All This Bad Traffic Slipping Through The Net?

<p>£90,000</p> <p>Saved per Month</p> <p> Modo25</p> <p>Digital Marketing Agency</p>	<p>+824%</p> <p>ROI Increase</p> <p> Europcar</p> <p>Automotive</p>	<p>\$27,484</p> <p>Saved in 2 Month</p> <p> norwegian</p> <p>Airlines</p>	<p>7%</p> <p>Discovered Invalid Clicks</p> <p> pure energie</p> <p>Green Energy</p>
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Software That's Dedicated To Getting You Quality Clicks

PPC Protect's machine-learning software has been designed to tackle the everchanging issue of invalid traffic in one quick, swift blow.

- We don't use scripts or complicated setup processes
- We block invalid traffic from even seeing your ads
- We make it easy for you to optimize your campaigns based on clean traffic

Don't make the mistake of thinking Google is fighting the war against invalid traffic: we are.

This is what we detect on average for clients in addition to Google:

6.4% monthly ad spend saved

9.5% invalid clicks blocked per month

20.5% percentage of illegitimate clicks monitored per month

[Check Your Traffic](#)

* Minimum \$30k monthly ad spend