

PPC Protect for Businesses

Invalid Click Prevention



How We're Blocking Clicks You Shouldn't Pay For

Ad platforms simply don't focus on invalid clicks. That's why we exist: to monitor and block invalid clicks, and analyze excluded click behavior to make your ad spend as impactful as possible.

Our enterprise-level solution identifies and blocks ad clicks that exhibit the wrong behavior. Not only does this save a significant piece of your ad spend, it also ensures your paid search campaigns are clean from the first click, so you can confidently optimize the buyer journey downstream.



Neil Andrew, Founder & CEO

Who's Responsible for Illegitimate Clicks?



Botnets

A network of computers conducting random attacks on ads to drain budget.



Hackers

Malicious users who use automated traffic to access your website.



Non-converting Users

People clicking your ads with no intention to buy anything.



Competitors

Rival businesses proactively depleting your ad budget.



Malicious Publishers

Publishing companies skewing your advertising efforts with malicious activity.



Angry Customers

Unhappy customers clicking your ads as a revenge tactic.

A Growing Problem

Illegitimate clicking of your paid search, display, and video ads costs you campaign budget and skews your data. Data you use to make some important decisions.

Ad networks just aren't doing enough because it's not a priority for them – but it should be for you. The use of illegitimate clicks has reached epic proportions: 20.5%

of clicks we monitored, from a sample size of 39.81 million, were invalid.

Our industry statistics revealed enterprise businesses, on average, **lost \$705,000 each year in ad budget to illegitimate clicks.**

"We rely heavily on paid search marketing to generate awareness and leads for our certification services. By including PPC Protect in our marketing stack, we can rest assured our marketing budget and digital campaigns are always protected from fraudulent clicks."

Dr Gavin Jordan
Director at Interface NRM

How We Optimize Your Campaign Performance

The PPC Protect platform features an advanced algorithm that collects over 240 unique behavioral data points learned over billions of ad clicks. Behaviors such as location of click, on-screen activity following the click, and number of repeat clicks over time.

It takes the guesswork out of good and bad clicks through data-backed decisions. With access to enormous amounts of data from tens of thousands of campaigns, we spot the telltale signs of unwanted clicks to your campaigns.

As soon as we detect malicious or unwanted activity, the IP address from that click is excluded from your ad campaign and won't be displayed to that IP address again.

This ensures you only pay for genuine clicks, optimizing ad spends, and providing your growth team with a true picture of campaign performance.

How PPC Protect Works

1. You sign-up to PPC Protect.

2. You copy and paste our code into your Google Ads Account.

3. That's it! Our algorithm handles the rest, while you have full protection.

6.4%

of monthly ad spend is saved across PPC Protect clients in 2021

9.5%

of illegitimate clicks blocked per month across PPC Protect clients in 2021.

(Sample size of 162m clicks)

20.5%

of illegitimate clicks we monitored were invalid.

(Sample size of 39.81 million clicks)

Built for Enterprise

The PPC Protect platform is fully scalable to your organization's needs. No matter your goals for the future, we can accommodate your campaign requirements as and when they grow.

We also provide total security, encrypting all data to military grade standards. And we run our system on multiple redundancies and backups, meaning your Google Ads account always has protection against any type of invalid click.

Ultimately, the PPC Protect platform delivers results and peace of mind.

Our algorithm works silently and doesn't interfere with your campaigns. You don't need to make manual adjustments, our algorithm works in real-time to automatically exclude unwanted activity.

Key Platform Features

- 1. Hands off click monitoring and blocking:** The platform is fully automated. While you focus on your work, our algorithm learns continuously from illegitimate clicks.
- 2. Fully scalable for any enterprise business:** Whatever your ad campaign requirements, our platform is built to handle the pressure.
- 3. Three-minute install:** All you need to do is add your code to Google accounts and everything is automated from there.
- 4. Insightful Reporting:** Real-time analysis of valid, suspicious, and invalid traffic enables you to make optimization changes quickly.
- 5. Fully privacy-preserving:** There's no Google account access from us. Ever.

"Before PPC Protect, we could only suspect click fraud. Now I know we have enough data to say, 'It could be up to 8% of your traffic that's affected.' So we've decided to offer PPC Protect to all new clients. We use PPC Protect for cost-saving, but also now our client data isn't being skewed by click fraud it's easier for us to optimize our paid campaigns."

Natalie McKenzie-Buksh
Partnerships Manager
at Clickoo



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