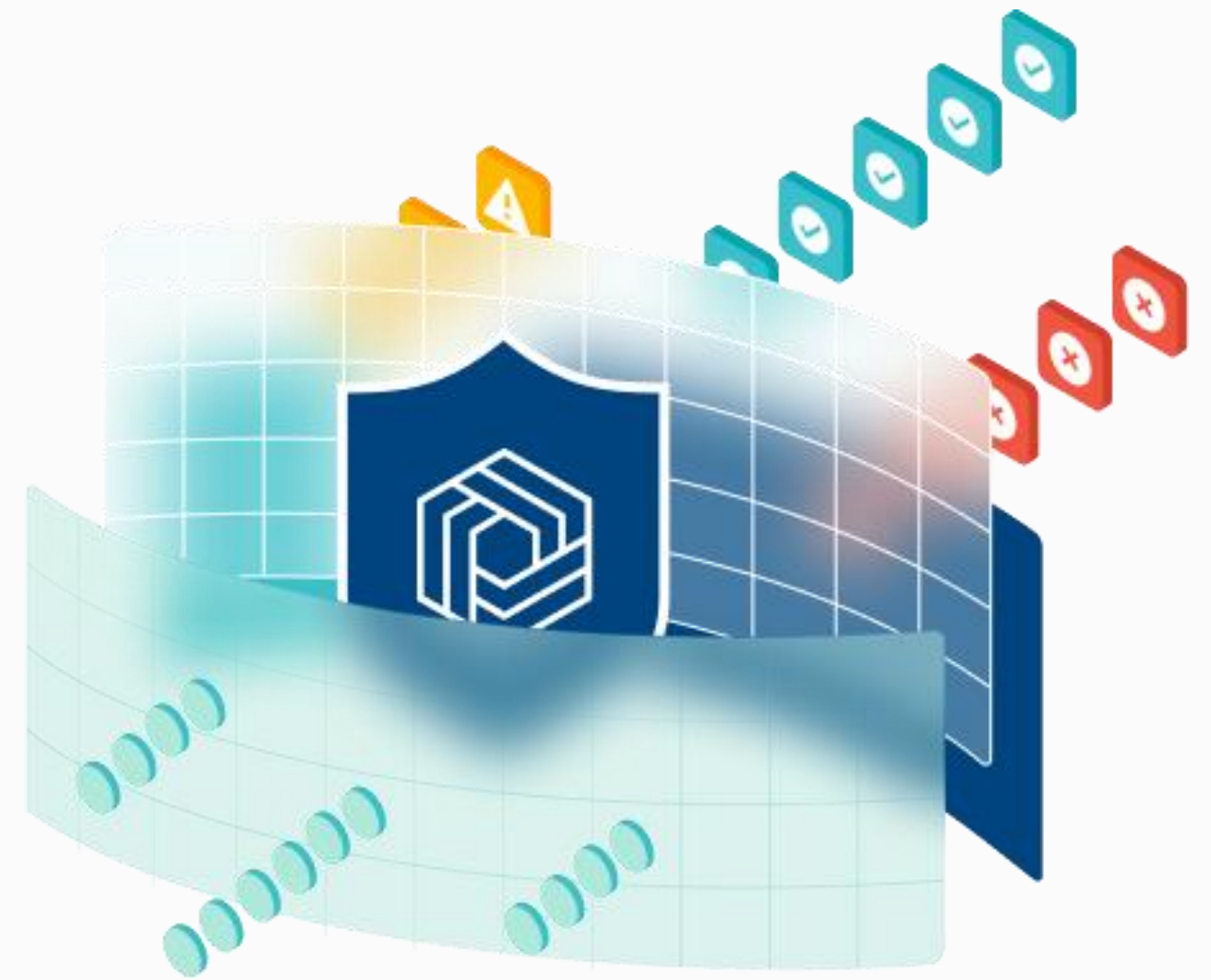


Invalid Traffic and Ad Fraud

Everything you need to know



Before we start...

Who has heard of or experienced
ad fraud recently?



Opticks provides **invalid traffic** detection and **fraud** prevention solutions
to the **fastest-growing** DCB & VAS players



PREVENT

FAKE TRAFFIC

- **Stop payouts** for fraudulent click and conversion events
- Immediately **reinvest direct savings** in new partners and sources with higher performance (and less fraud)
- **Reach objectives** in acquisition and growth
- **Save time** otherwise spent on negotiations and chargebacks with advertising partners fraud
- Make **informed decisions** about your ad investments
- Invest only in **fraud-free channels** and cancel agreements with fraudulent partners
- Multiply and **scale acquisition channels** and partners with peace of mind
- Works for **all channels**



AFFILIATION



DIRECT PARTNERS

PREVENT

FAKE SUBSCRIPTIONS

- **Protect** your end users from advanced auto-subscription fraud
- **Prevent fake** subscriptions instead of reacting to **complaints**, avoiding **commercial** downfalls and **regulatory** sanctions.
- Manage your **risks flexibly** through rules previously set by your business, allowing you to block and prevent bad traffic sources from reaching your products
- Identify your **cleanest**, most performing partners
- **Save time** otherwise spent on negotiations and chargebacks with end users, partners and regulators



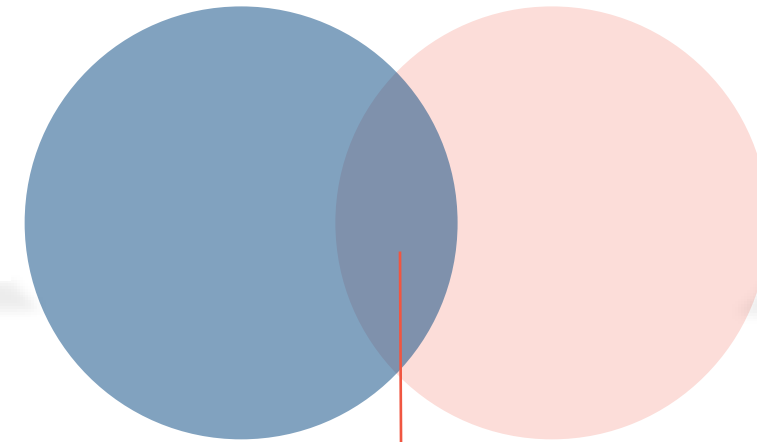
Paid Traffic

PPC

AFFILIATION

PROGRAMMATIC

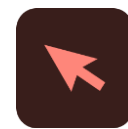
....



AD FRAUD



FAKE VIEWS



FAKE CLICKS

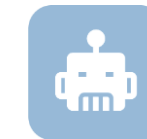


FAKE LEADS



FAKE ATTRIBUTION

Invalid Traffic



BOTS



ADWARE



CLICK FARMS

Problem. Ad fraud is stopping the growth and trust of the digital advertising ecosystem



Ad fraud is the most **prevalent cybercrime**

It bears a huge **financial cost** for advertisers



\$120 billion

is the estimated **budget** that digital **advertisers will lose** to **ad fraud** via online, mobile and in-app advertising in 2022.



Uber



tech.co

Home > News >

How Uber's Ad Fraud Lawsuit Highlights a Billion-Dollar Brand Problem

In 2017, Uber found two thirds of its \$150 million ad spend was useless. Here's what brands can learn from the mess.

REUTERS®

World Business Legal Markets Breakingviews Technology Investigations More

August 19, 2022
12:24 AM GMT+2
Last Updated 17 days ago

Technology

Musk targets ad tech firms in Twitter suit over takeover deal

By Sheila Dang

2 minute read

Twitter Facebook LinkedIn Link Email Bookmark

What ad fraud causes

Ad fraud impacts your key advertising metrics and results

+9%
CAC

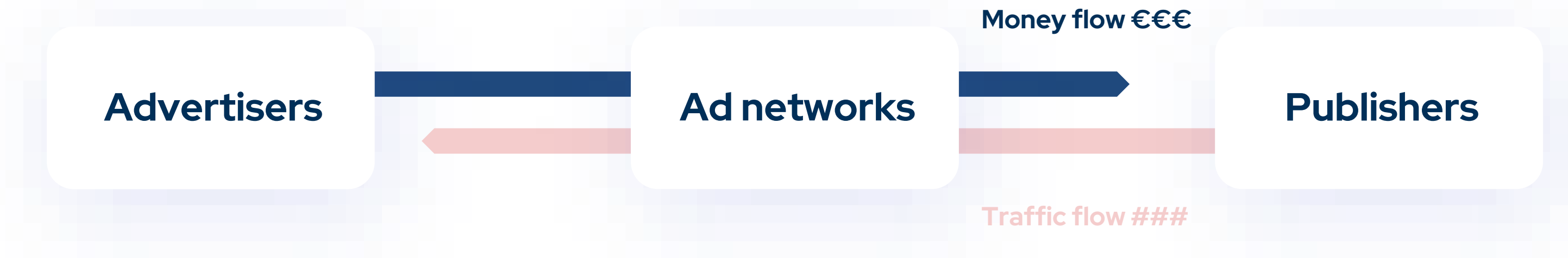
-11%
RoAS

-5%
Conv. Rate

Who's behind invalid traffic.



Advertising value chain



Main actors

Segment

- Fraudulent publishers
- Fraudulent intermediaries
- Competing advertisers

Structure

- Black-hat marketers
- Organized crime

Who's behind invalid traffic. Real-life examples



Click farm

```
page.on( eventName: 'request', handler: request => {
  if (request.resourceType() !== 'document')
    return;
  const method = request.method();
  if (request.url().startsWith(targetUrl) && ['GET', 'POST'].includes(method)) {
    let data;
    if (method === 'GET') {
      data = request.url();
    } else if (method === 'POST') {
      data = request.postData();
    }
    processData(data)
  }
});

try {
  await page.tracing.start( options: { path: exports.getTracingPath(testFileId, config) });
  await page.goto(url, options: {
    timeout: 4000
  });
  await page.waitForResponse(isExpectedResponse, options: {
    timeout: 4000
  });
} catch (err) {
  console.error(err);
} finally {
  await page.tracing.stop();
  await page.close();
}
```

Clickbot code

Conclusions

- Ad fraud has **different faces**
- Huge problem that costs **\$120bn/year**
- Impacts all your key advertising **metrics**
- Many **well-known cases** (Uber, Twitter...) and many more unknown
- Affects the **entire funnel** and **all channels**
- Hinders the digital advertising **value chain**

Good news:

- **Early signs** can be identified
- **Solutions** are available



Your turn...

Any **questions?**

Thank you for attending!

Start getting more results today

Contact us: marketing@optickssecurity.com

