

Click Fraud

Paid Media / PPC & Search POV

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Current State

Click Fraud in Paid Media & Search:

- 36% of display ads (Global PPC 2023)
- 11% of search ads (Global PPC 2023)
- 22% (Juniper 2023)
- 27% (Imperva 2022)
- 28% of digital clicks are bots (Adobe)
- 14-22% search clicks are fake/bots (Statcounter)

Challenges

Reasons for concern:

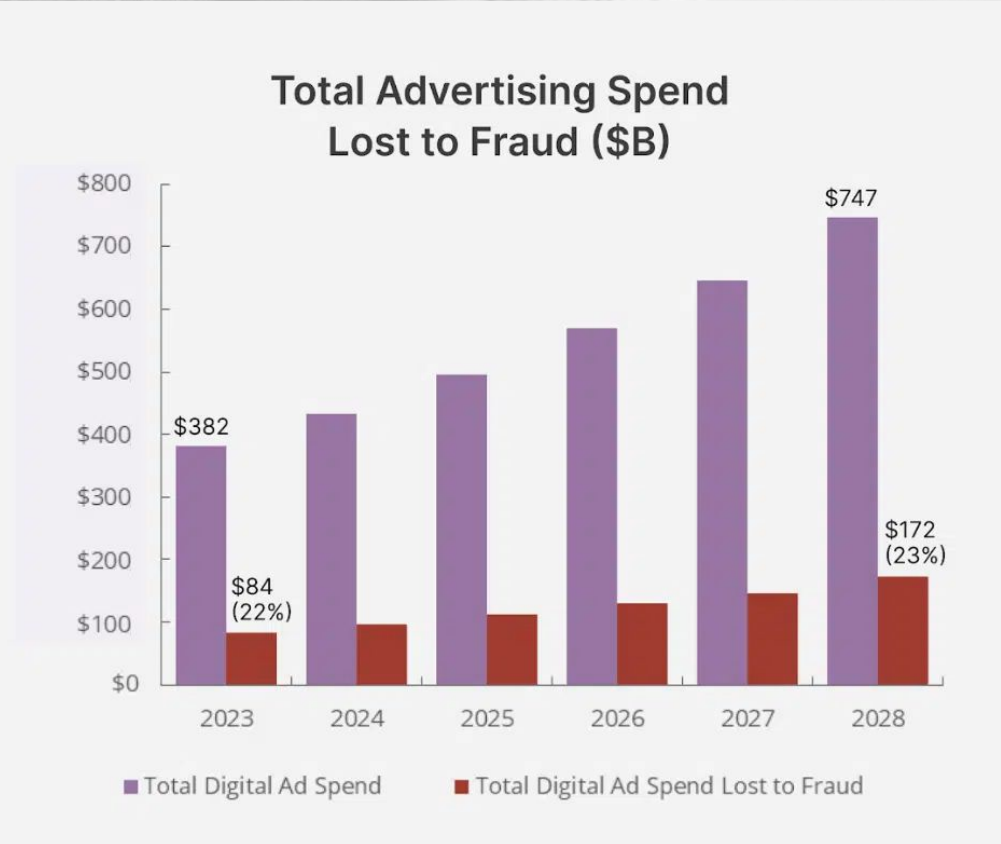
- Accelerating growth in media automation
- Increase of programmatic (AI) media buying
- Little historical track record of new tools
- Less data for advertisers (Google, Meta, etc)
- More \$\$ going to digital means more bots
- Greater impact to ROAS/ROI over time
- Restricted ad budgets (economy, etc)
- Rising & inflated CPCs

Types

Types of bad click sources include:

- Invalid / accidental clicks
- Competitors driving up cost
- Disgruntled Customers
- Bots
- Malware

2023-2028 Est. Spend On Fraud Ads (Juniper)



A blurred background image of a desk with a pair of headphones and a white mug. The right side of the image is covered by a teal gradient overlay.

Potential Solutions

Ways to combat click fraud in paid media & search:

- Get a comprehensive account audit
- Check settings for Display Networks
- Check automations to avoid heavy Display
- Check location targeting
- Review Demographic targeting
- Review all networks & settings you're opted-in by default
- Add bot security & monitoring measures
- Check abnormal click activity in detail reports

A blurred background image of a desk with a pair of headphones and a white mug. The right side of the image is covered by a teal gradient overlay where the text is located.

Potential Solutions

Ways to combat click fraud in paid media & search:

- Don't always take Google/Meta Reps recommendations at face value (some settings can open your account to fraud)
- Diversify your ad sources, types, and channels
- Key in on your match strategy in Google Ads
- Be mindful of Display & other Network exposure
- Avoid 3rd party networks if possible (these networks tend to have way more fraud than Google/Meta networks)
- Block all but necessary bots from your landing pages

Thank You

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