

# Drowning in Deception

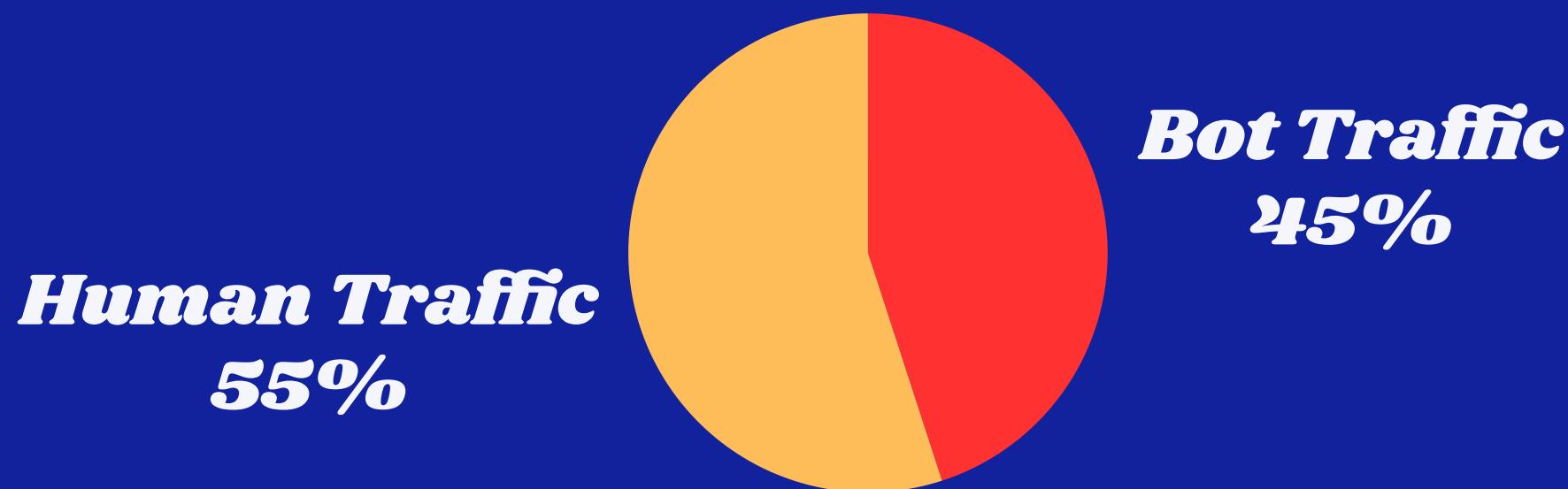
## How Fake Clicks Destroy Your Marketing Metrics

### The Facts

Advertising Fraud is a critical issue, including the manipulation of views, clicks, and metrics, resulting in substantial financial losses estimated in the billions globally.

Click Fraud is a specific type of advertising fraud that generates fake clicks, harming businesses by depleting advertising budgets while enriching fraudsters.

### *Did You Know?*



### The Methods

**Human-Driven Clicks:** Hiring individuals to create fraudulent traffic.

**Automated Click Bots:** More common and effective method.

### The Impact

Bots account for approximately 45% of all web traffic.

Many businesses report 70-90% of their clicks are generated by bots.

### The Losses

Global invalid click loss by the end of 2020 is estimated to be USD 23.786 billion.

Projected loss for the USA alone of USD 9.06 billion

**\$9.06**  
**BILLION**  
US

**\$23.786**  
**BILLION**  
Globally