

Drowning in Deception

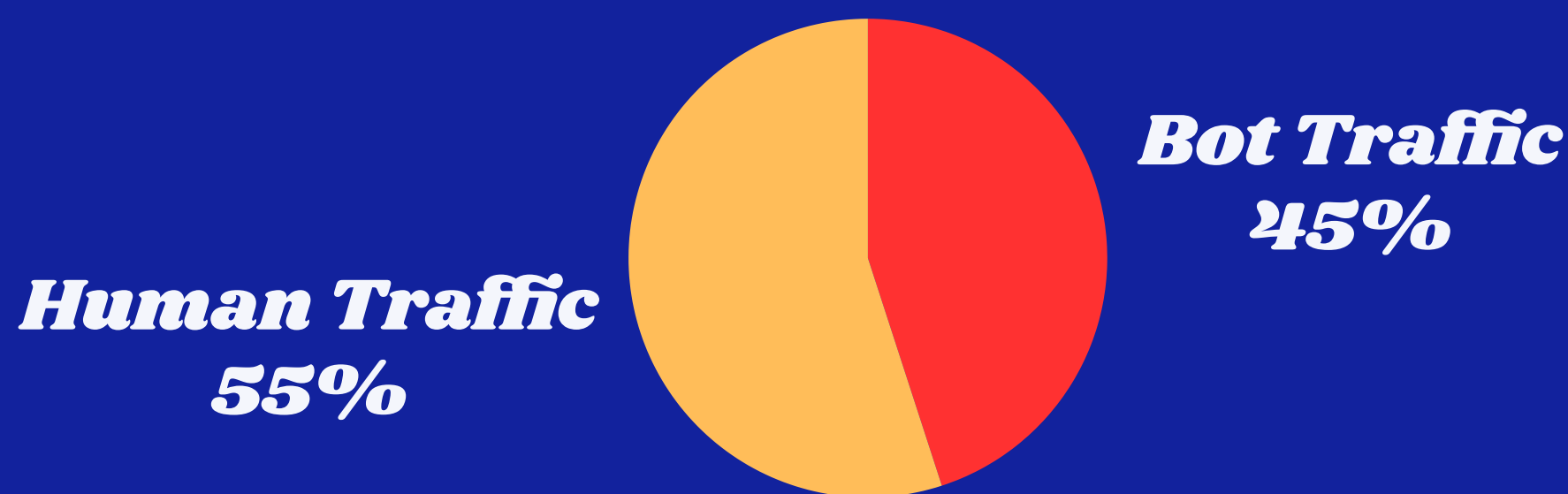
How Fake Clicks Destroy Your Marketing Metrics

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.

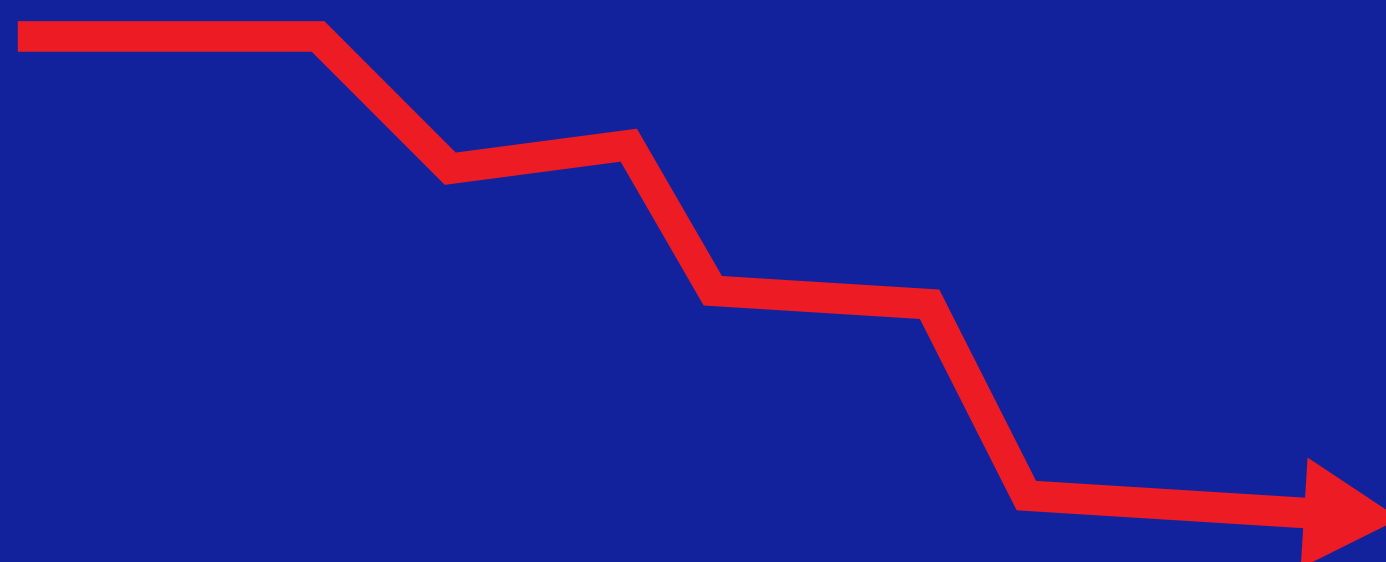
Many businesses report 70-90% of their clicks are generated by bots.

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