



Hunting Down Advertising & Traffic Fraud



Akos Szabo
head of bizdev

}ideas  days
DIGITAL INNOVATION

#BerlinIDD

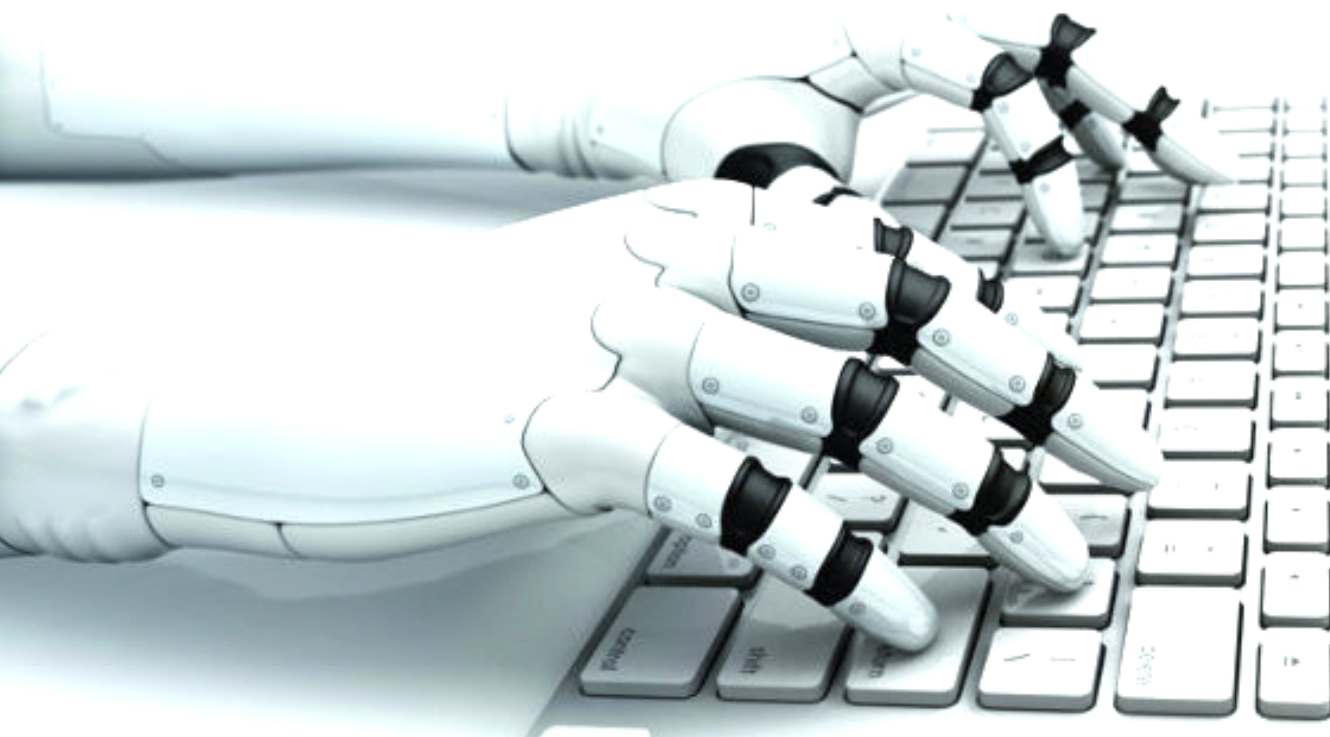
our service:

- traffic/advertising fraud detection
- ad viewability measurement
- brand safety analysis



our scope:

- campaign tracking and insights (direct buy & programmatic)
- publisher and adnetwork traffic and inventory analysis



Head Office UK: London
Product Development: Budapest
Business Development: Vienna

IAB 
INTERNET ADVERTISING BUREAU
AUSTRIA
Verein zur Förderung der Online-Werbung

iab 
hungary

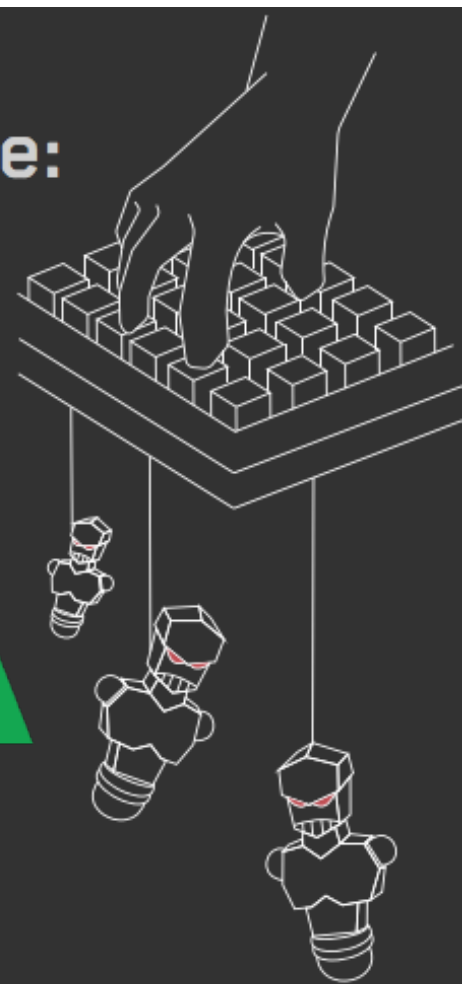




THE WALL STREET JOURNAL.

MEDIA & MARKETING

Advertisers Pay Billions for Bogus Web Traffic



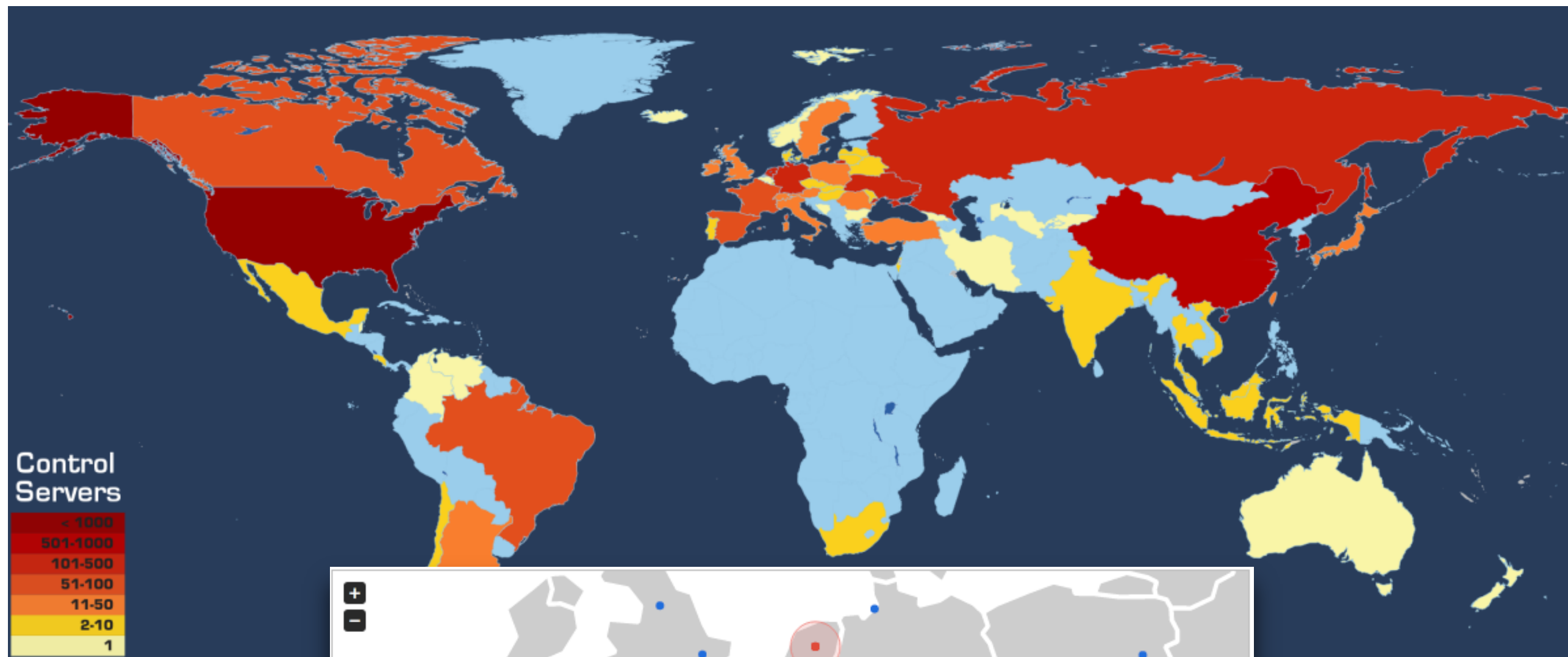
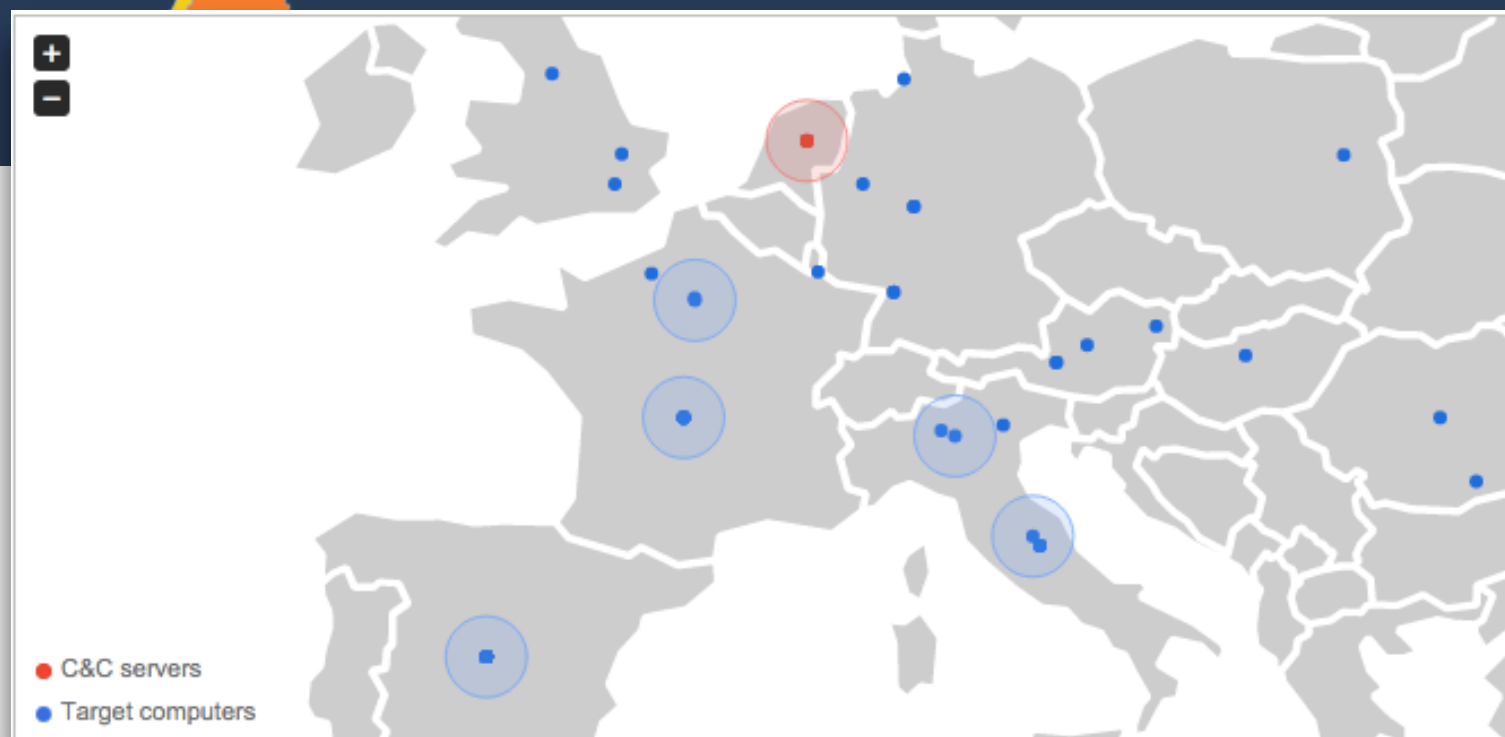
The Bot Baseline: Fraud in Digital Advertising

ANA

AdvertisingAge Marketing Advertising Digital Media Agency Data BtoB Video

ANA Bot Report Reveals Unsettling Truth About Premium Publisher Inventory

Respected Sites Deliver 25% of Bots



Marketing

enbrite.ly sagt Ad Fraud den Kampf an

Der Dienst verfolgt Traffic-Quellen und zeigt versteckte Werbetreibungsaktivitäten auf. Ziel ist eine vollständige Transparenz in der Online Werbung

06.08.2015

Andreas Cavar



our clients:

advertisers, media agencies

- optimize budget and protect brands
- deliver more useful metrics

publishers, adnetworks, exchanges

- help deliver quality and safe inventory
- command higher prices



our technology:

integrate data collector code (javascript)

- campaign level: ad creatives through the ad server
- publisher level: web sites, web pages or ad zones

monitor user origin and journey

- referrers, geo, URL masking/hiding, traffic laundering
- onward clicks
- virus, malware, adware checks

monitor user interactions

- bounce, time on site, video views
- scrolling, clicking, use of peripherals, shopping cart actions
- pattern matching

monitor user origin and journey

- geo/language mismatch, bad referrers
- similar referrer sites with identical host

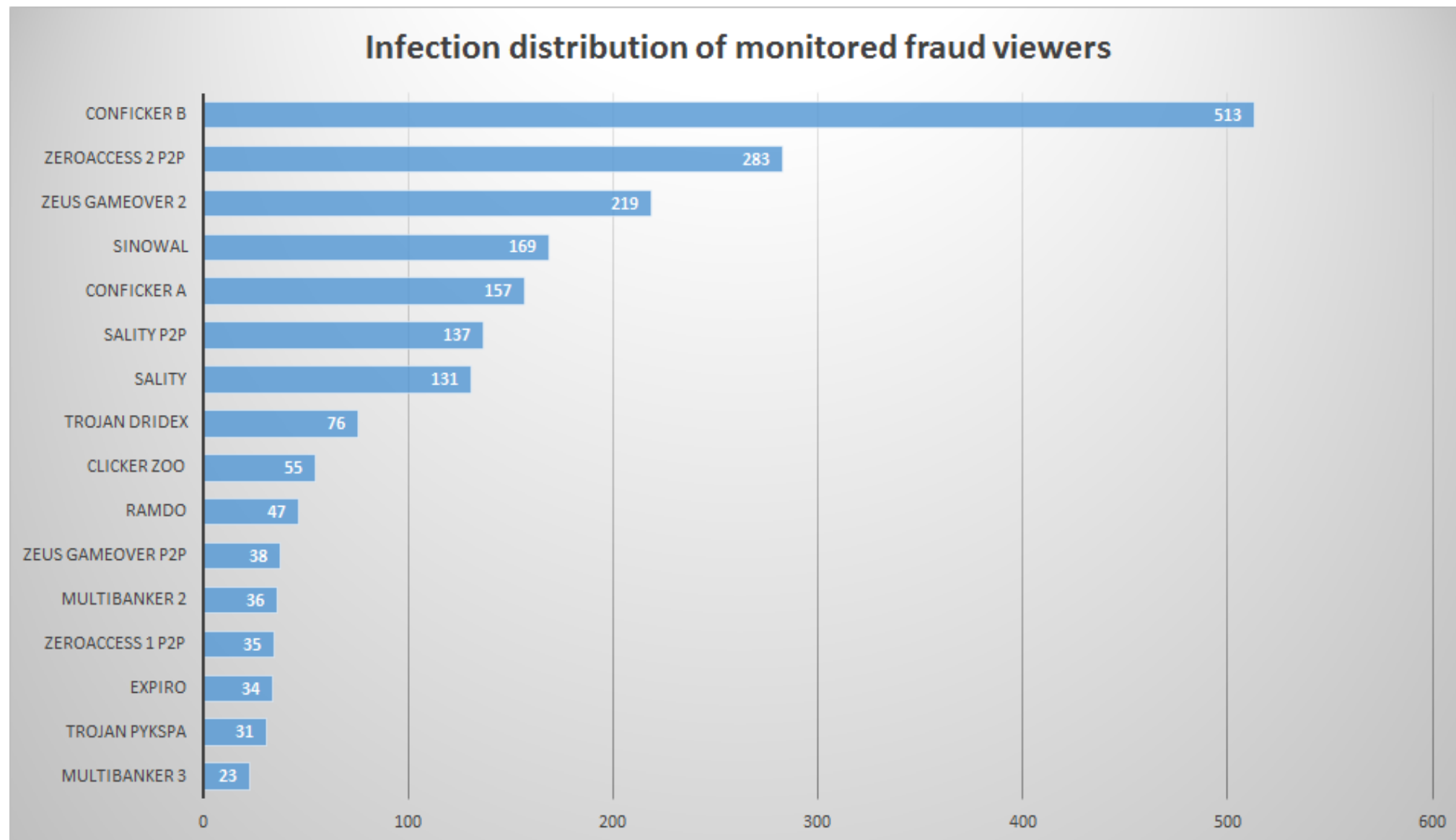


 Germany	76.2%
 China	15.6%

Upstream Sites	Percent of Unique Visits
1. popads.net	10.7%
2. doublepimp.com	5.1%
3. imperialsearch.com	3.7%

monitor user origin and journey

- virus, malware, adware checks



monitor user interactions

impossible actions for human users

- immediate bounce ($< 0,5$ sec) - the most dominant red flag
- scrolling/clicking without keyboard/mouse movement
- regular intervals between scrolls or cursor movement



monitor user interactions

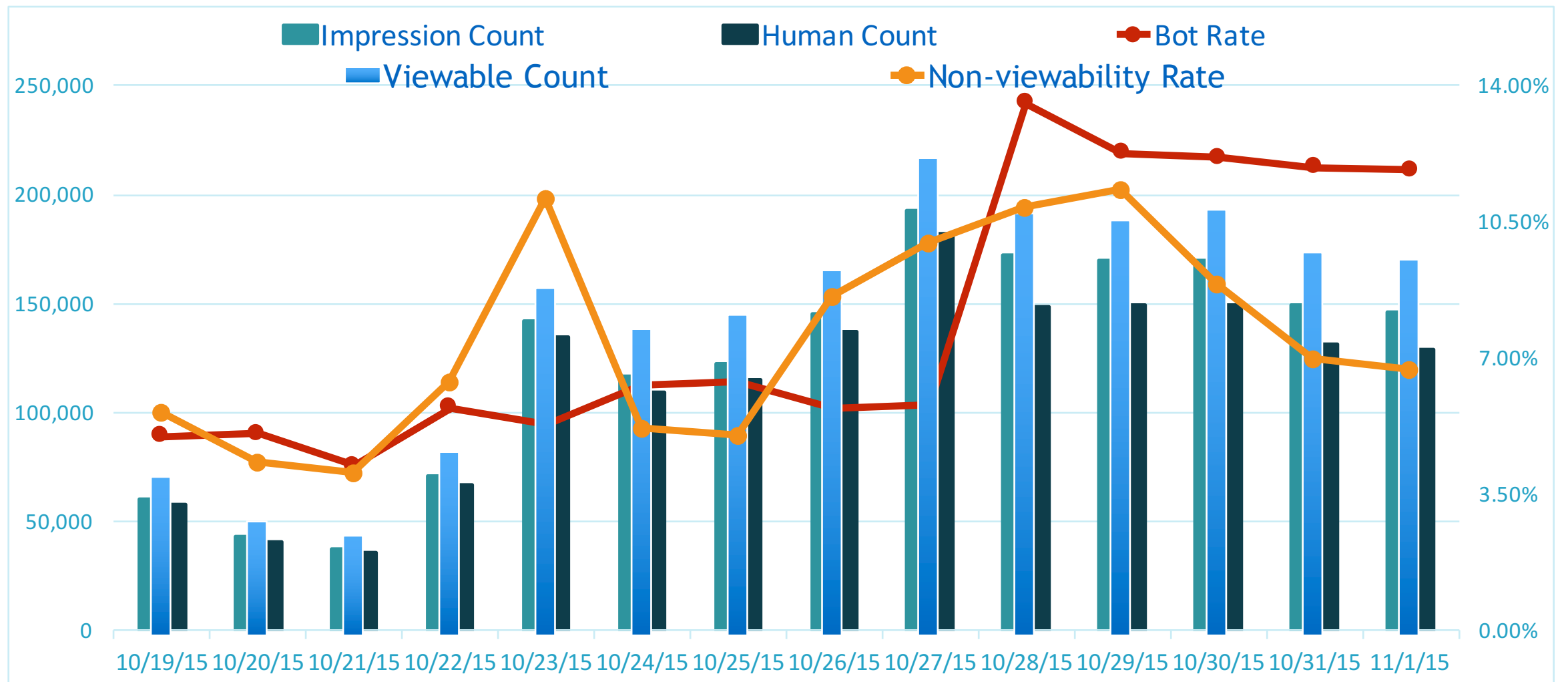
interaction anomalies compared to average user behaviour

- out-of-place clicks on or cursor hover over banners



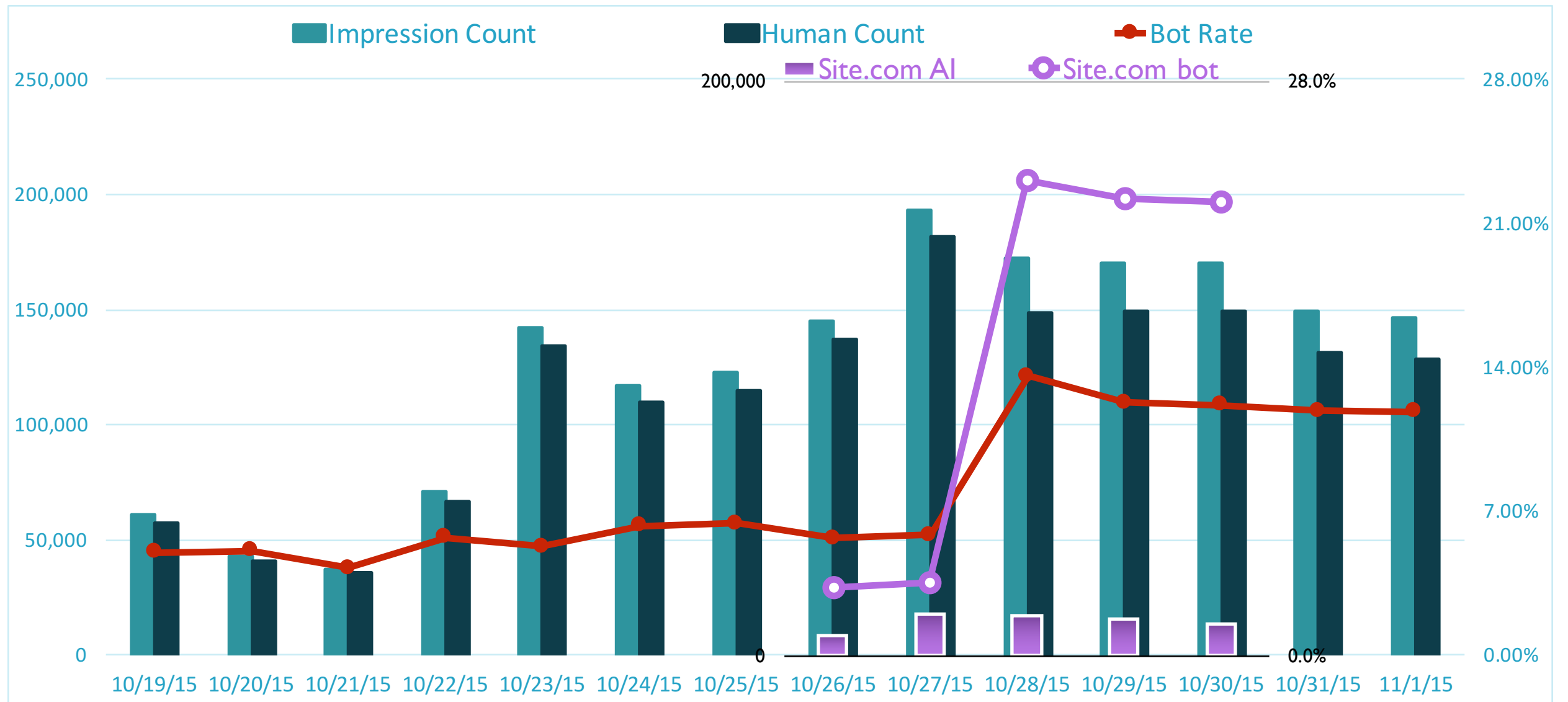
distribution anomalies

- sudden changes in bot rate or viewability rate



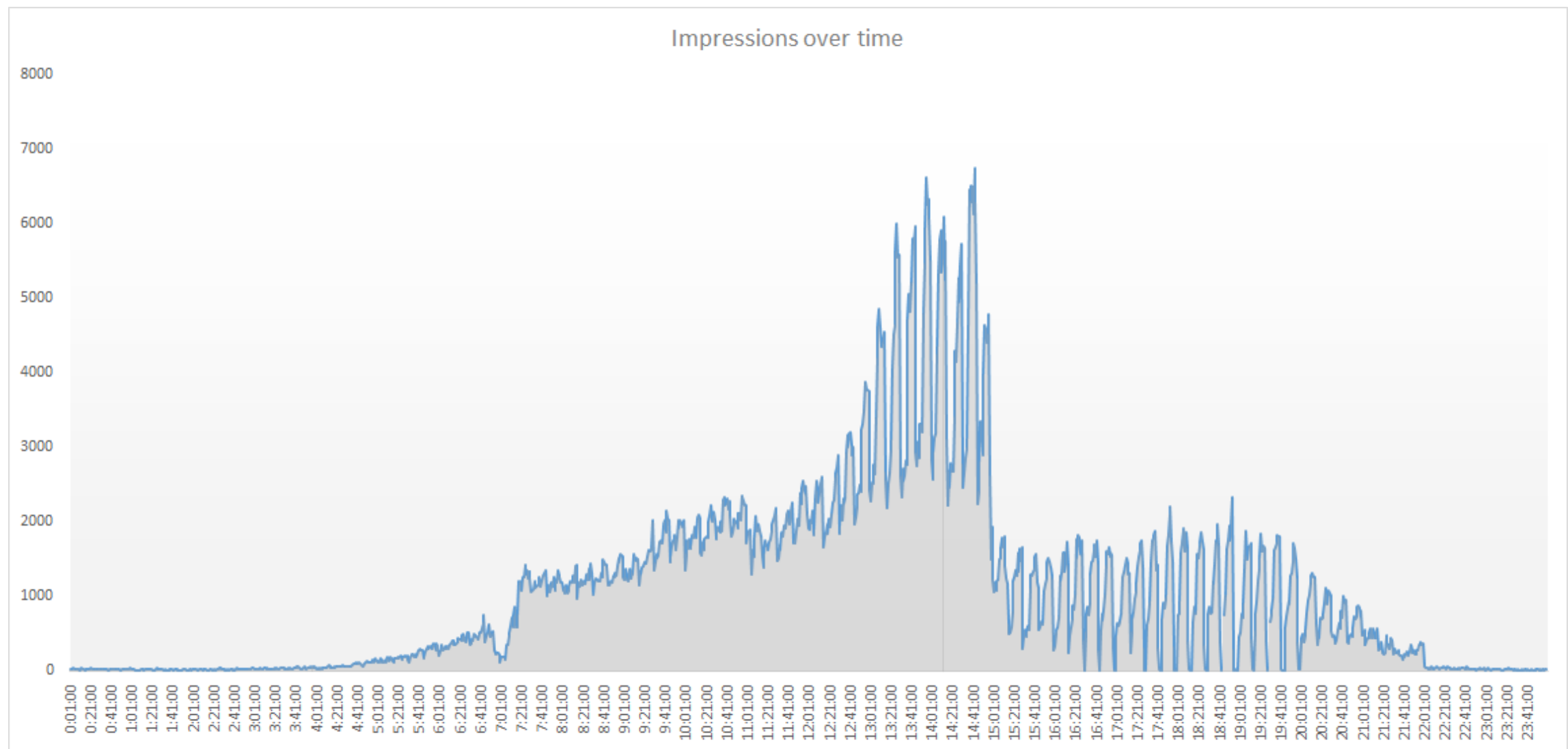
distribution anomalies

- deviation from averages



distribution regularities

- regular peaks in served ad impressions or clicks



our delivery:

top level

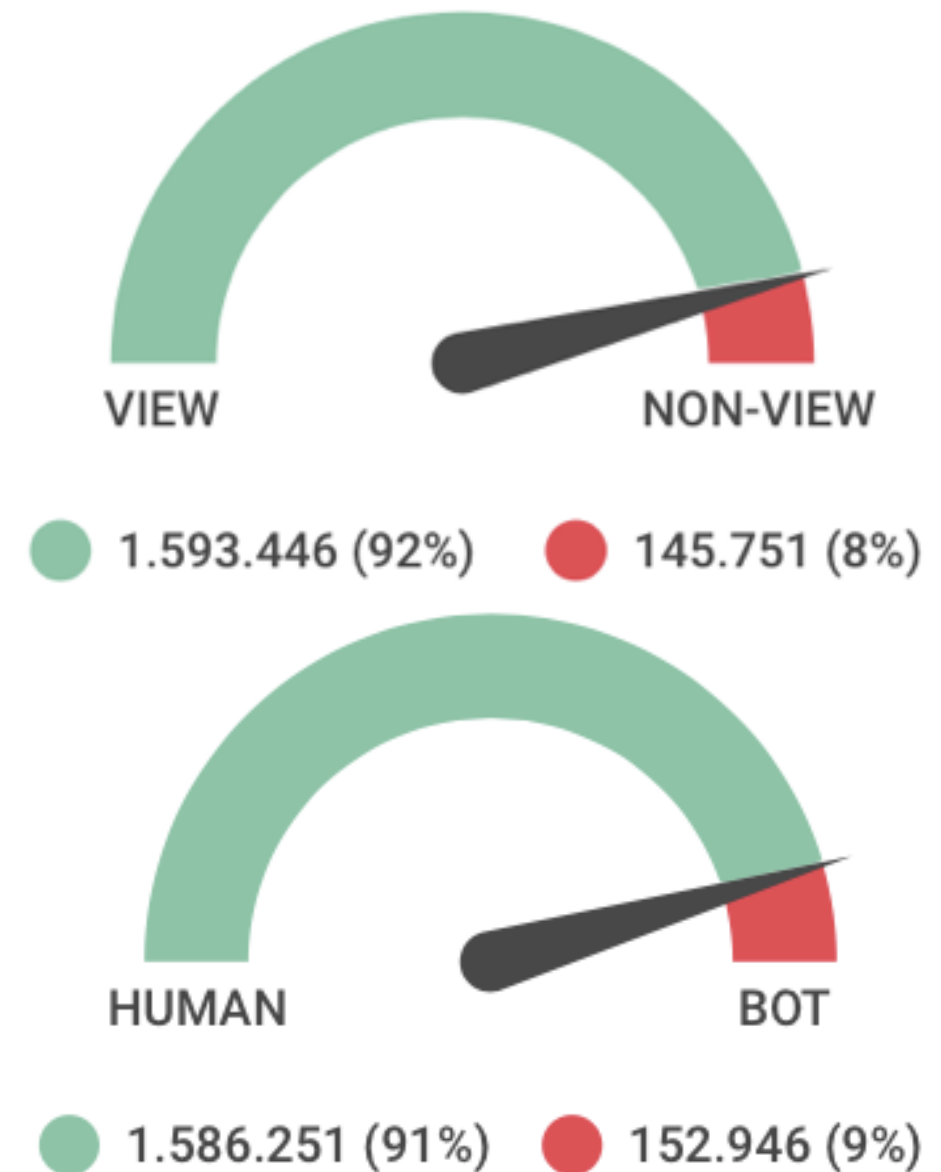
- bot rate, non-viewability
- brand risk
- high risk networks, publishers
- average campaign dynamics

site level

- bot rate, non-viewability
- high risk pages, ad zones
- bad referrers, traffic laundering, adware
- specific dynamics

deep forensic level

- complex fraud methods





our recommendations:

- publicity
- monitoring
- analytics
- elimination
- alliances
- transparency



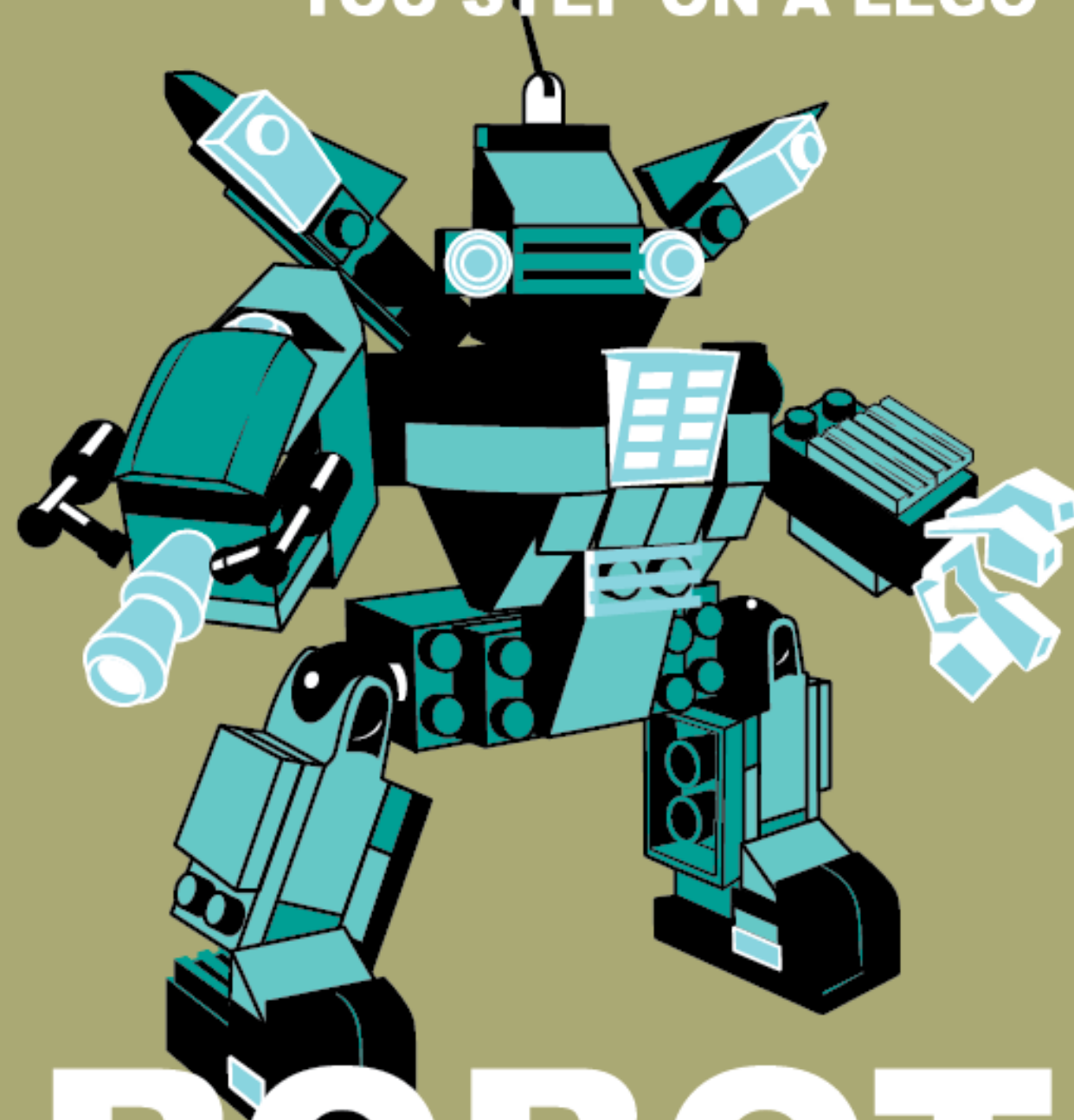
To improve ad quality, this sports publisher cut 35% of its Web impressions

Jessica Davies @jessdaviesmk | November 16, 2015

521

In March, Dutch football magazine publisher Voetbal International cut over a third of its 140 million site impressions to ensure it runs fewer, better-quality ads. The gamble has paid off: After a “painful” first few months, the publisher has seen revenue from real-time, auction-based trading surge 30 percent as a direct result of the experiment.

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