



DETECTING AND COMBATING FRAUD

AdFraud from a Buyer's Perspective

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- Buyer's Concern

- Detection

- Solution

WHY FILTER FRAUD?

- Brands lose confidence and money in digital media
- NHT complicates getting real insights about campaign performance
- Failing to prevent fraudulent traffic funds criminal activity

SOME NUMBERS

- Fraud account for (IAB, comScore, White Ops):
 - 23% of video impressions
 - 11% of display impressions
 - 36% of ad interactions (clicks) involve bots
 - Mobile is least affected
- According to comScore – 54% of display ads are not viewed by humans!

DETECTION

FRAUDULENT TRAFFIC TYPES

Botnets

Crawler

Hijacked Devices

Click Farms

Hiding Identity (Proxy)

Domain Spoofing

Ad Injection

Ad Stacking

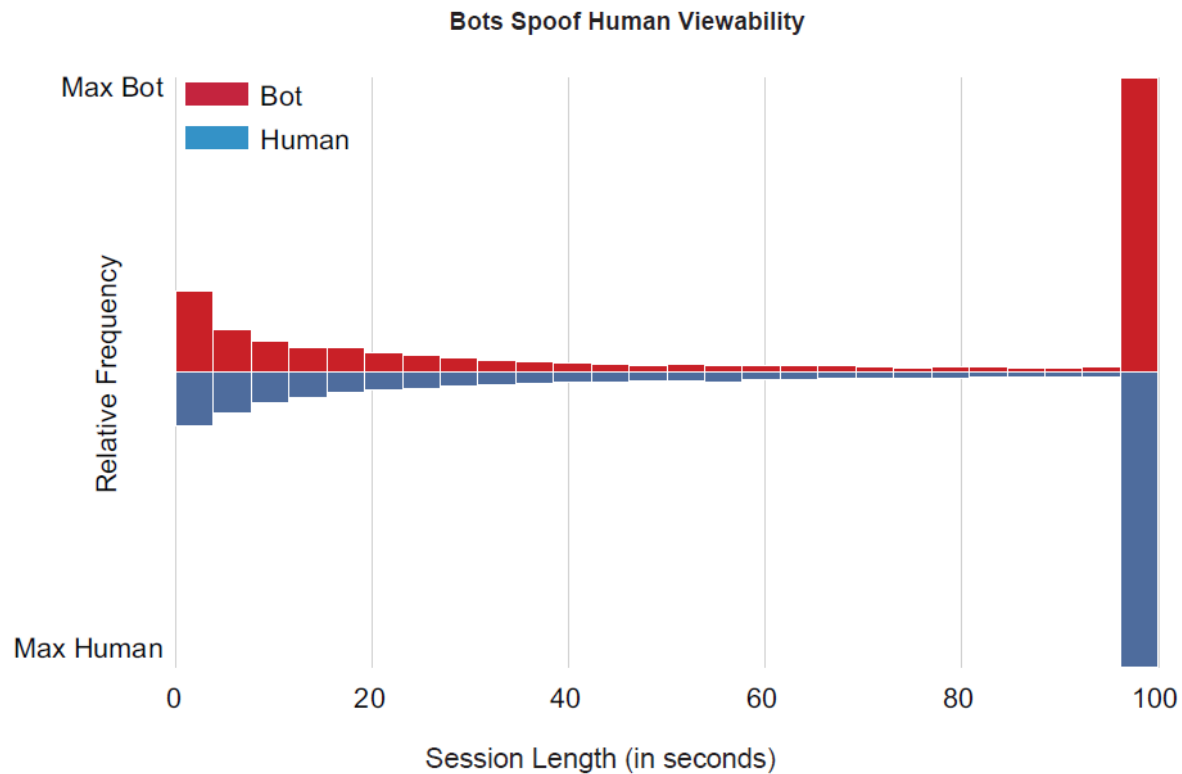
Pixel Stuffing

Cloaked Domains

Fraud - NHT

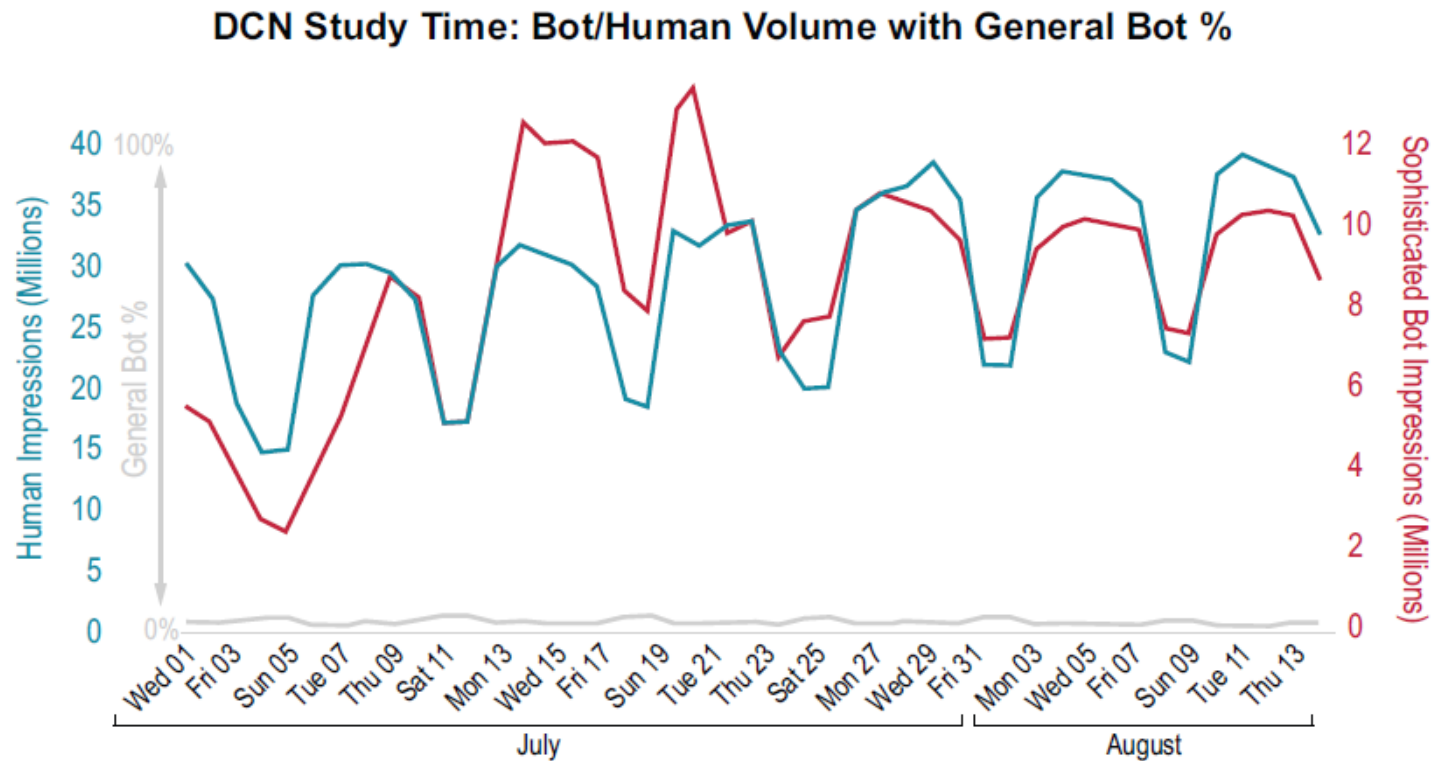
PATTERN: FREQUENCY

- Graph from White Ops' Bot Benchmark Report



PATTERN: DAY TIME

- Bots mimic human traffic volume patterns



*Case Study by DCN and White Ops

PATTERN: IMPRESSIONS

Compared impressions – No significant difference

■ Visibility



■ Exposure Time



■ Mouse-over Time



PATTERN: USER BEHAVIOR

Compared user data – **Significant** differences

- Session time (time after next impressions is served)



*Robots see more impressions than normal users

- Cookies



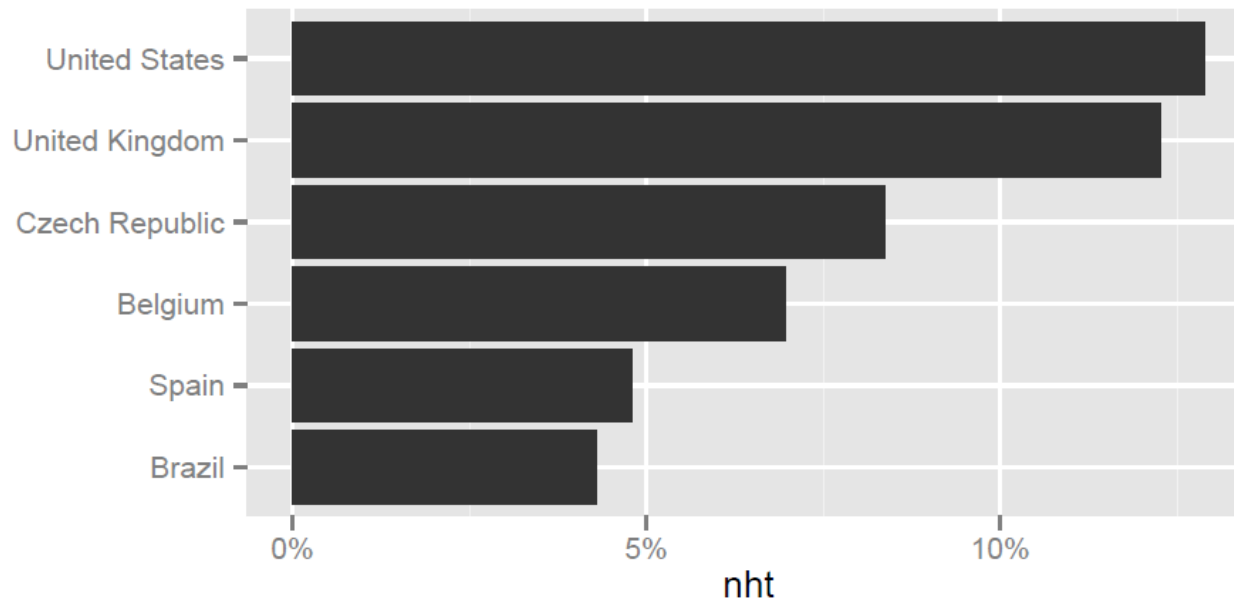
*Mobile and similar devices excluded

- Domains Visited



GET PARTNERS

- % Fraud by advertising country, using sample blacklist



FORENSIQ

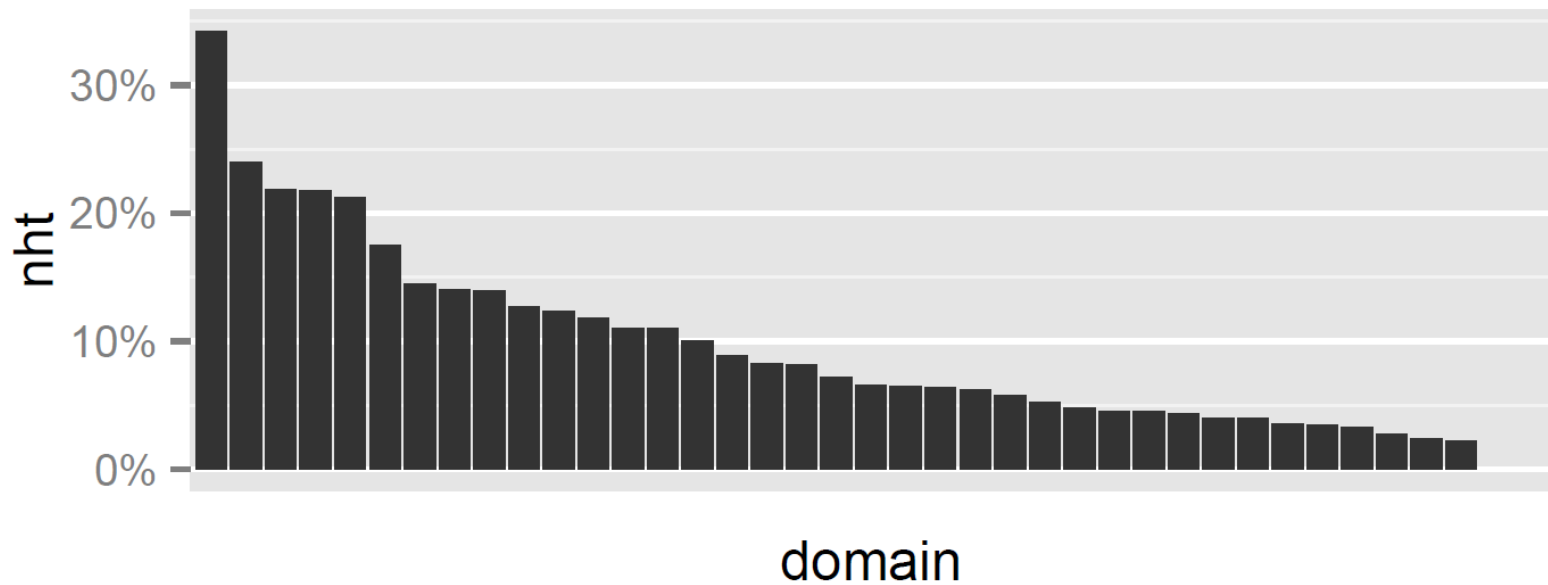
 **Integral**
Ad Science

 **COMSCORE.**

 **fraudlogix**

GET PARTNERS

- % Fraud in top 40 domains by total impressions



FORENSIQ

 **Integral**
Ad Science

 **COMSCORE.**

 **fraudlogix**

SOLUTION

ACTION PLAN FOR BUYERS

- Monitor all your campaigns
- Scan for ad injection
- Create allies, not adversaries, in the fight against bot fraud
- Manage the emotions of AdFraud discussions
- Authorize and approve third-party traffic validation technology
 - To effectively combat bots in their media buys, advertisers must be able to deploy monitoring tools. Publishers and agencies must enable the deployment of these monitoring tools.
- **Support the Trustworthy Accountability Group**
 - The IAB, 4A's, and the ANA announced in early November the creation of the Trustworthy Accountability Group (TAG).

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Thank you!
