fraud0

Masterclass

Wie sich Unternehmen vor Ad Fraud schützen können

Bianca Nagel

Apollo

Tobias Lange

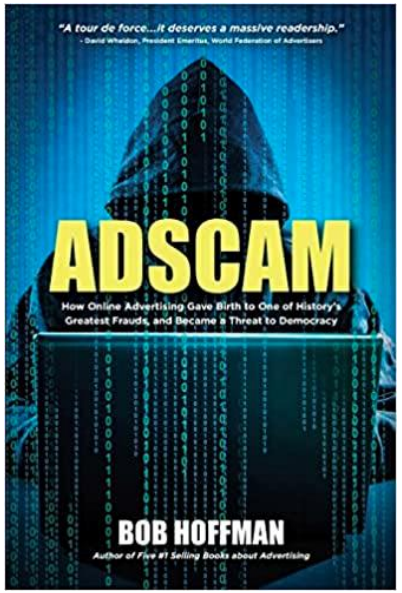
POPKEN FASHIONGROUP

Daniel Distler

fraud0.

21. März 2023
14.45 Uhr

Recap Keynote d3con 2022

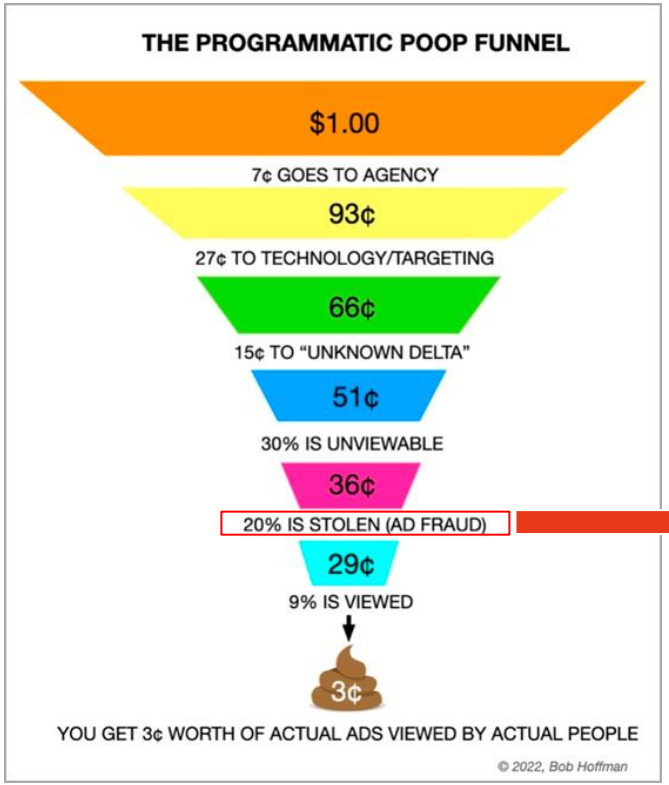


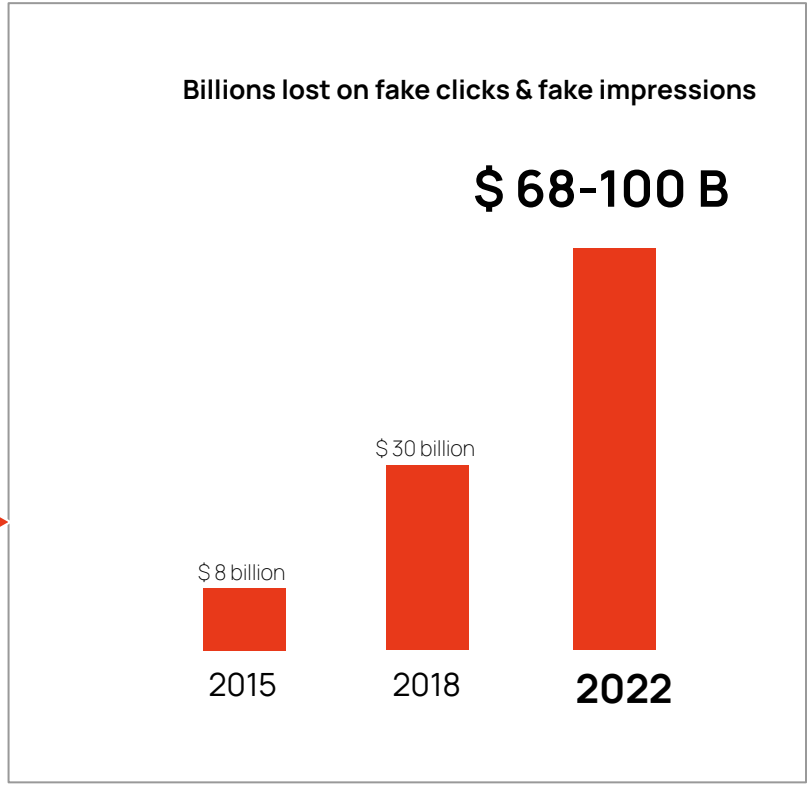
What Bob said (btw. d3con Speaker Award Winner 2022)

“

20% of all online advertising are being snatched by fraudsters

The programmatic poop funnel





Source: Aggregated data of Dr. Augustine Fou, eMarketer, WSJ, Group M, Juniper Research, fraud0

Digital Ad fraud is literally the bad guys' ATM machine - it spits out cash. And every year $400 billion of marketeers' digital ad budget refills it.

Dr. Augustine Fou

Bob Hoffman

What is Ad Fraud?

> ***The perfect crime!***
>
> *It's a type of crime in which thieves use computer technology to steal money from businesses.*

Source: Aggregated data of Imperva (2021), Barracuda (2021), fraud0 (2022)

4 categories of digital ad fraud

Impression Fraud

(**CPM**) Fraud

Marketers buy ad impressions on a cost-per-thousand (CPM) basis, including mobile display, video ads

Click Fraud

(**CPC**) Fraud

Marketers buy ads based on a desired action - like cost per click (CPC), includes mobile and search ads

Lead Fraud

(**CPL**) Fraud

Marketers pay for leads on a cost-per-lead (CPL) basis; but leads are entirely faked by bots completing lead forms

Affiliate Fraud

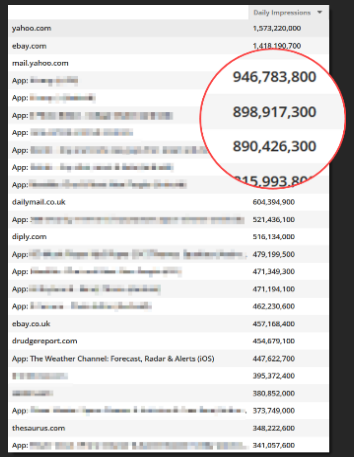
(**CPA**) Fraud

Marketers pay for “performance” - a share of revenue on successful transactions; but fraudsters falsely claim credit for sales they didn't cause

How bad guys commit ad fraud - Website Fraud

1 Set up **fake sites**

2 Buy **fake traffic**



3 **Bots** make money

Source: Dr. Augustine Fou

Fake traffic infects critical marketing activities

Wasted Ad Spend

1. Fake Impressions
2. Fake Clicks

Polluted Analytics

3. Fake CMP Stats
4. Fake Conversion Rates

Polluted Funnel

5. Fake Leads

› 30% of clicks are invalid

Source: fraud0 data

› 80% of clicks are invalid

Source: fraud0 data

Fighting fraud with real-time ML

#1 fraud0.

Satisfaction Score

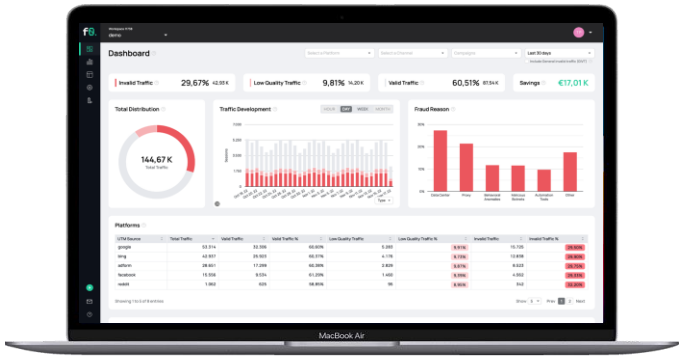
WINNER 2022

d3con
THE FUTURE OF DIGITAL ADVERTISING

INNOVATION AWARD

GDPR COMPLIANT

Statement by ReedSmith



NEW!

Full Ad Verification Solution in Q2

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Meet us at d3con Hamburg

d3con

21. & 22. März 2023

Dominik Daniel Hüseyin Julia