

Background:

- I was involved in digital marketing as a CEO of a digital marketing company several years ago and then more recently as a NED to a digital marketing company.
- In then second role we were disturbed by the level of fake clicks that the ad platforms reported as ‘real humans’.
- We then developed a platform that helps optimise digital marketing by looking at real, independent data and NOT the data from the ad channels. In other words we look at real human clicks by real human beings, and NOT the ones reported by the ad channels themselves (google, FB, etc).

Findings:

- We can now evidence an AVERAGE of 25% of clicks that are charged for by the platforms are NOT human. They deny this.
- We have some campaigns that show over 50% of paid-for clicks are fake, and yet accepted as ‘real’ by the channels and charged for.
- For example, for a retail client we have identified 26% of clicks onto their Facebook ads were NOT human. FB deny it and refuse to investigate and return funds.
- We have many campaigns that evidence the ad channels charging for clicks that are 100% NOT human and then refusing to engage in a meaningful dialogue regarding refunds.

We fully agree with the quote from Prof Robert Cavazo (Uni Baltimore) when he said: *“I have studied the economic costs of fraud in many sectors for decades, and I was left stunned by the scale of fraud in online advertising”*.

I hope this is of help and I would very much like to contribute more evidence to you if that would be useful. The ad platforms (and in particular FB and Google) have a near monopoly between them and are being less than transparent with the data. They need to be held to account, and their customers need a way of reclaiming their lost advertising budgets.

Kind regards,
Nigel

Nigel Bridges
Co-Founder & CEO