

Title:

The Advertisers' Bane: Click Fraud

Word Count:

1009

Summary:

With the geometric growth in the popularity of the Internet all over the world, commerce has t

That gave life to the phenomenon of the ^pay-per-cli...

Keywords:

advertising, business, small business, online business

Article Body:

With the geometric growth in the popularity of the Internet all over the world, commerce has t

That gave life to the phenomenon of the ^pay-per-click~ ad or the PPC. This generated good inc

Advertising in this manner has reached unprecedented heights in the recent years. Industry sou

How does it work? Simple. There are two ways: results page ads, and ads in other sites.

When key words are searched using a search engine, the results page will display links to page

For websites, a second kind of affiliate program is entered into. The search engine places ads

Ideally, this should make all parties concerned happy. But, lo, people find ways to change thi

Then Fraud Comes In

People will find ways of getting around the payment scheme. Others will target competitor site

The simplest way to do this is to have someone click on your competitor's ad so many times. No

A little more complex than that is a competitor clicking off a little at a time on the ads of

If a company puts a cap on its advertising budget ~ which is the case for most ~ this means th

This method of click fraud is so simple it can only come from a very unsophisticated party. Bu

There are ^bots~ that will click and ensure that the source IP addresses are varied enough and

Some companies have resorted to developing websites filled with gibberish along with the key w

Yahoo and Partners unite

Advertisers are feeling the brunt of this problem. Some have even reported experiencing as muc

As a gesture of goodwill and partnership, Yahoo! has encouraged the use of third party develop

Armed with relevant information from these analysts ~ like ad campaign name, IP addresses, key

Yahoo! is also looking into making the click-through process more sophisticated, in response.

As a result of this campaign, hundreds of individuals were sued by advertisers in 2005. Some h

Industry pundits are proclaiming the impending doom of the industry, saying new means of incom

But there is still hope. If fraud-mongers are creative, so are the industry professionals. For

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