

Best in Class Ad Fraud Audit helps FMCG giant unveil 12% in click fraud leading to 10% savings of the digital budgets

Various reports indicate that Digital Ad fraud can potentially affect 30% of your inventory buys leading to direct losses

Objective

This FMCG giant's campaign was focused on driving traffic to the website. All of the buys were on CPC and hence click fraud was the primary area of concern. The objective was to identify possible fraud in implementation and suggest improvements for future media buys.

Approach

This was a post campaign analysis. Invalid clicks were defined as clicks identifiable as fraudulent clicks. Sophisticated algorithms analyzed various different signals like IP address, blacklisted databases, browsers signals etc. to identify the possibility of a click being a fraud click. The following steps were used:

- While the variance allowed was 5%, the delivery showed that 12% of the clicks were invalid
- SA deep-dived into problem areas and analysed the source for most fraudulent clicks
- SA identified the weak links with the help of a solutions provider and set standards for future planning

Recommendation

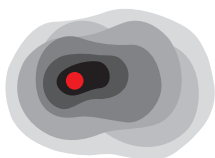
The campaign delivered a CPC of ₹13 (0.20 USD). 12% of the total clicks were reflected as invalid. SA concluded that optimizations such as media shifts and creative size focus could lead to savings of 10% of the total media budgets. Further, SA provided the following guidelines to the client:

- Changes in reports: Total Clicks to Valid Clicks, CTRs basis Valid Clicks
- Quick re-investments if required or renegotiations
- Real time monitoring and optimization, must for all campaigns
- Guidelines set for using 3rd party ad servers for all campaigns (small or big)



While the variance allowed was 5%, the delivery showed that 12% of the clicks were invalid

Spatial Access concluded that optimizations such as media shifts and creative size analysis could lead to savings exceeding 10%



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