

Fighting back against Ad Fraud

MANUAL EVALUATION PROCESS

We designed a process to surface domains and apps with excessive Invalid Traffic for regular manual review.

Domains and apps that are judged to be high risk for ad fraud are added to our exclusions lists.

Less money spent on fraudulent activity means **greater efficiency** and **reduced brand risk**.

FRAUD SQUAD

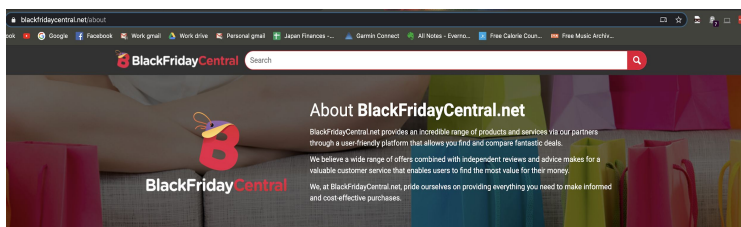
Essence's global 'Fraud Squad' provides its clients with regular campaign impact analysis on ad fraud developments.

With a dedication to quality and continual improvement in processes and value provided to clients, Essence outperformed Ad Fraud benchmarks across all devices and formats for 2020 for the majority of our clients.

SUSPECT SITES

The screenshot below shows multiple sites that appear to be part of the same 'ring.' They share similar layouts and identical copy, but each provide different fake contact details. These fraudulent sites often evade detection without rigorous Ad Fraud analysis and indeed we found ads placed by unsuspecting advertisers.

By doing the hard work of manually inspecting and identifying these sites we were able to add the sites to our exclusion lists, ensuring client investment isn't wasted on fraudulent domains. We prevented over **\$730,000** in media spend from going to suspicious properties for a single client in 2020 alone.



Compare prices for **1 3 9 , 0 2 0** products

Our Mission

We are constantly striving to improve our user experience and make the journey from finding what you need and getting it to your doorstep as smooth as possible. Smooth is fast and fast is fantastic! We provide this in the hope that we can build a valued and loyal customer base to help us in our journey and match them with bargains from around the world.

Team Values

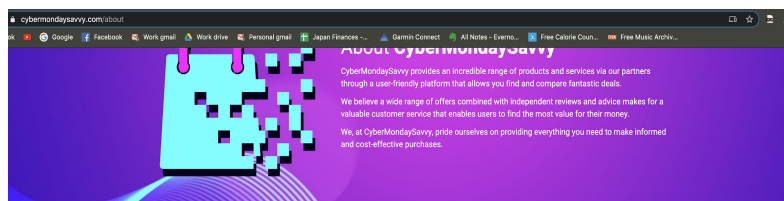
Whether that be our retailers' products or partner services, we aim to provide you with the full picture for you to make up your own mind. We are constantly searching for the best deals and offers available on the web to make huge savings a reality for our valued users.

Get In Touch

As part of our vision, we make it our main goal to provide for our users and the best way to do that is if you provide us with feedback so we can improve. Feedback in any form provides us with valuable insight as to how we can be better. Whatever you need, our team will listen and do our very best to deliver answers.

Contact **BlackFridayCentral**

Sutton Yard, 65 Goswell Road, London, EC1V 7EN



Compare prices for **1 3 9 , 0 1 7** products

Our Mission

We are constantly striving to improve our user experience and make the journey from finding what you need and getting it to your doorstep as smooth as possible. Smooth is fast and fast is fantastic! We provide this in the hope that we can build a valued and loyal customer base to help us in our journey and match them with bargains from around the world.

Team Values

Whether that be our retailers' products or partner services, we aim to provide you with the full picture for you to make up your own mind. We are constantly searching for the best deals and offers available on the web to make huge savings a reality for our valued users.

Get In Touch

As part of our vision, we make it our main goal to provide for our users and the best way to do that is if you provide us with feedback so we can improve. Feedback in any form provides us with valuable insight as to how we can be better. Whatever you need, our team will listen and do our very best to deliver answers.

Contact **CyberMondaySavvy**

Office G06, Building 1, Dubai Media City, Dubai



essence

Fighting back against Ad Fraud

TARGETING INVALID TRAFFIC

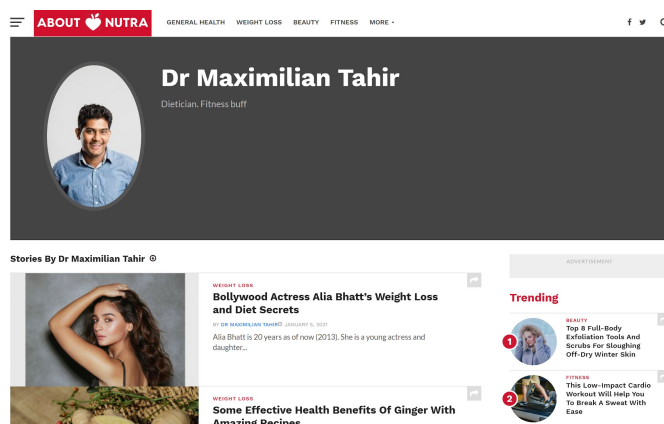
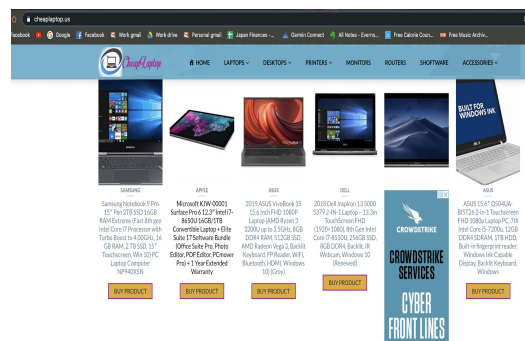
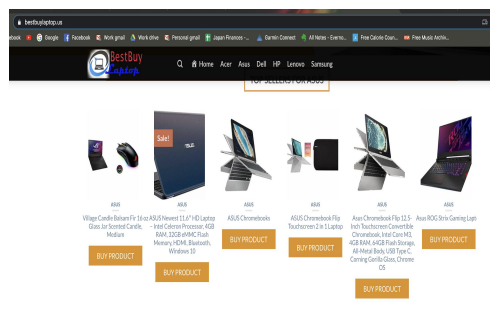
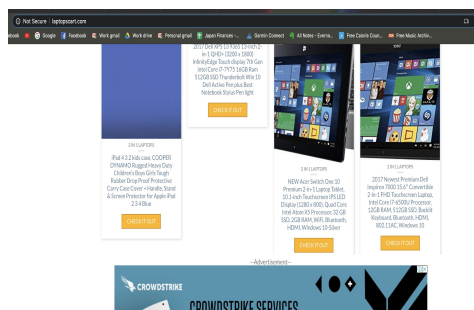
Another example is shown below. We found three nearly identical sites - cheaplaptop.us, bestbuylaptop.us and laptopscart.com - all using the same template with minimal modifications, ostensibly unconnected and all with 90%+ invalid traffic rates.

EXCEEDING SIVT INDUSTRY BENCHMARKS

Sophisticated Invalid Traffic (SIVT) Benchmarks

Essence Performance

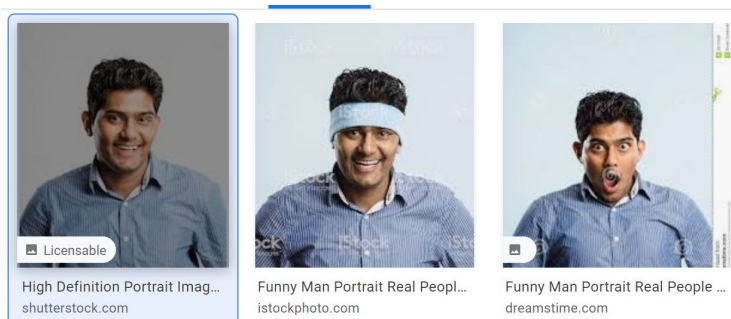
APP	1.1%	0.43%
MOBILE WEB	1.5%	0.40%
DESKTOP	1.9%	0.76%



UNEARTHING CONTENT FARMS

Suspicious sites often try to appear more credible by attributing their content to authoritative authors. For example, this health blog attributes much of its content to a fictitious doctor. A reverse image search shows that the author's image is taken from a stock image site.

This site is a good example of a 'content farm.' These sites produce (or borrow from elsewhere) large amounts of low-quality content and hope to game search engine ratings and less sophisticated programmatic advertisers.



For more information, please reach out to:
Matthew Midgley matthew.midgley@essenceglobal.com

essence