

The New Frontiers of Fraud

# Marketing Fraud 101

## Threats to Performance Advertising

Marketing is a relentless optimization effort. A constant cycle of learning and doing better the next time. Unfortunately, fraudsters are also learning and expanding their capabilities. No matter the space, fraudsters always follow the money. Marketing tactics, especially ones that drive site traffic, remain the most vulnerable to bot threats. If a marketer doesn't know which kind of fraud to look out for, they'll never know it's a problem.

## Threat Models

A glimpse into some of the most prevalent types of Marketing Fraud threats



### Click Fraud

Sophisticated bots get paid to view and click on ads, and the marketer is none the wiser given their human-like tendencies.



### Lead Fraud

Fraudsters drive bot traffic to landing pages, typically with form fills, and emulate human behaviors to avert detection. When companies pay for leads, sometimes third-parties are tapped to meet expectations. Bots are then deployed and paid to fill out the form.



### Retargeting Deception

This fraud occurs when service providers have driven site traffic from sophisticated bots which then populate DMPs or CRMs, then use this data to retarget bots. Fraudsters falsely claim the referral payments while marketers waste time and money retargeting these bots with ads.



### Competitive Assaults

"Black hat" marketers invoke click bots to launch automated search queries, click on competitor ads to waste competitor budgets, and diffuse targeted marketing efforts.

## Case Study



A luxury automobile brand was investing significant budget and effort to drive customers to its sites but realizing lower than expected conversion rates. With White Ops Marketing Integrity, they

learned that a few of their campaigns were driving a high-level of bots, some north of 30% of traffic, to their campaign landing pages. White Ops' Marketing Integrity helped them identify and eliminate the sources

that were driving high-levels of fraud, focusing all of their efforts on those that were delivering real, human impressions. They saw a 6X improvement in conversion rates in just a matter of weeks.