

At webad solutions,
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ensuring the validity
of our cost-per-cli...



Click Fraud Reaches All-Time High At WebAd Solutions, we are committed to ensuring the validity of our Cost-Per-Click Network. In the light of click fraud increasing over the past year, our goal is to cut down on fraudulent clicks.

The negative impacts of click fraud on PPC Advertisers and Search Marketing is preventing confidence in advertising on the Internet. Advertisers can protect themselves by following a few rules set out in this article. If advertisers use Click Observer from WebAd, their legitimate or illegitimate clicks can be confirmed and communicated to WebAd.

The Pay-Per-Click (PPC) Advertising on our network is supplied from reliable sources. From software to our sophisticated staff, our goal has become to ensure every click is legitimate. Our staff, software, and products weed out fraudulent or generated clicks. This saves customers money by only having them pay for legitimate clicks. In order to stop fraudulent or generated clicks, WebAd Solution believes communication with the client is essential. Click fraud has increased over the past year. Whether intentionally directed at one advertiser or 'hitbots' that target all PPC's, fraudulent clicks hurt advertisers. Thus individuals become wary about using PPC's and Search Marketing. If used correctly PPC's and Search Marketing can reach millions of Internet surfers. However, when competitors or 'hitbots' misuse the system, this means of advertising becomes increasingly distrusted. Companies do not want to spend money on clicks that are not being seen by consumers. Advertisers can protect themselves from click fraud by following a few simple rules. The first rule is to communicate frequently with their PPC provider. Secondly, clients can use WebAd's tools to help protect against fraudulent clicks. WebAd provides Click Observer, which helps the advertiser observe traffic sources, time spent, number of visits, and so forth. This allows <https://assignbuster.com/at-webad-solutions-we-are-committed-to-ensuring-the-validity-of-our-cost-per-click-network/>

the client to observe suspicious clicks that get past WebAd's software or employees, which in turn can be reported to WebAd. Finally, research into WebAd's resources can help an advertiser save money on illegitimate clicks. WebAd Solutions want their clients to feel comfortable that the visitors to their websites are from legitimate interest, not false clicks. Our goal is to give the client the advertising that is paid for. Despite the negative impacts of click fraud on PPC Advertisers and Search Marketing, WebAd Solutions strive to inspire confidence in our services. By using Click Observer from WebAd, legitimate or illegitimate clicks can be confirmed and communicated to WebAd. This will help advertisers to get their message to the consumer, not the competition or 'hitbots'.

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