Click Fraud Prevention Service Polygraph Warns Advertisers To Be Cautious Of No-Cost Conversions

Click fraud scammers are using no-cost conversions to disguise their fake ad clicks.

Berlin, Germany Jun 15, 2023 (Issuewire.com**)** - Click fraud prevention service Polygraph is urging advertisers to use caution when relying on no-cost conversions to track the performance of their advertising campaigns.

"Scammers are using no-cost conversions to trick advertisers into spending money on fake clicks," said Trey Vanes, Polygraph's head of marketing. "This costs advertisers money, wastes their time sorting through fake leads, and limits the number of ad impressions seen by real people."

The scam works as follows: criminals create legitimate looking websites, and monetize the content using advertisements. They send bots to their websites, which click on the ads and generate no-cost conversions at the advertisers' websites. For each of these fake clicks, the advertisers pay fees to the advertising networks, which is then shared with the scammers.

According to Vanes, click fraud requires no-cost conversions to trick the advertising networks into believing the bots' fake clicks are real.

"One of the challenges faced by click fraudsters is their bots never buy anything at the advertisers' websites, " said Vanes. "This can result in the bots being flagged by the advertising networks as having low quality traffic. To avoid this problem, scammers program their bots to occasionally generate no-cost conversions after clicking on ads. This fools the advertising networks into believing the bots are real people whose clicks resulted in conversions at the advertisers' websites."

Vanes says advertisers need to stay vigilant when using no-cost conversions.

"The most common no-cost conversion is a fake lead, so if you've noticed your lead quality is poor, the likely culprit is click fraud bots, " said Vanes. "Don't forget, if you're getting fake leads, that means you're getting fake ad clicks, so you're throwing away your ad budget if you don't take action to solve the problem."

Polygraph helps advertisers detect click fraud, prevent click fraud, and eliminate no-cost conversion problems such as fake leads.

"We use a three step process to help advertisers avoid click fraud and fake leads, " said Vanes. "First, we detect the fake clicks, figure out who's doing it, and why your ads are being targeted. We then tell you which scam websites you need to block, and show you which keywords you need to remove from your ad campaigns. This prevents bots from being able to see or click on your ads. Finally, we give you all the data you need to apply for click fraud refunds from your ad network."

"Polygraph makes it easy to prevent click fraud, eliminate fake leads, and clean up your advertising campaigns, " added Vanes.

For more information about preventing click fraud and eliminating fake leads, please visit https://polygraph.net

About Polygraph

Established in Berlin, Germany in 2021, Polygraph monitors the activities of click fraud gangs, including how they operate, who they target, the techniques they use, and how to detect their fraud. We go far beyond bot detection to ensure your ad budget is not stolen by cyber-criminals.

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