

Desktop Click Fraud Benchmarks Report

Impact of Invalid Traffic (IVT) on Clicks
Across Desktop Web Traffic

Q2 2023



TABLE OF CONTENTS

TABLE OF CONTENTS

Click Traffic Definitions.....	3
Key Takeaways	4
Click IVT Trends.....	5 - 9
Appendix: Click IVT Types.....	4

A NOTE ON INVALID TRAFFIC (IVT)

Per the [Media Rating Council \(MRC\)](#), “Invalid Traffic’ is defined generally as traffic that does not meet certain ad serving quality or completeness criteria, or otherwise does not represent legitimate ad traffic that should be included in measurement counts. Among the reasons why ad traffic may be deemed invalid is it is a result of non-human traffic (spiders, bots, etc.), or activity designed to produce fraudulent traffic.” Where the traffic characteristics are suggestive of deliberate intent to mislead, such IVT is often referred to as “ad fraud.”

Also per the [MRC](#), “‘Fraud’ is not intended to represent fraud as defined in various laws, statutes and ordinances or as conventionally used in U.S. Court or other legal proceedings, but rather a custom definition strictly for advertising measurement purposes.”



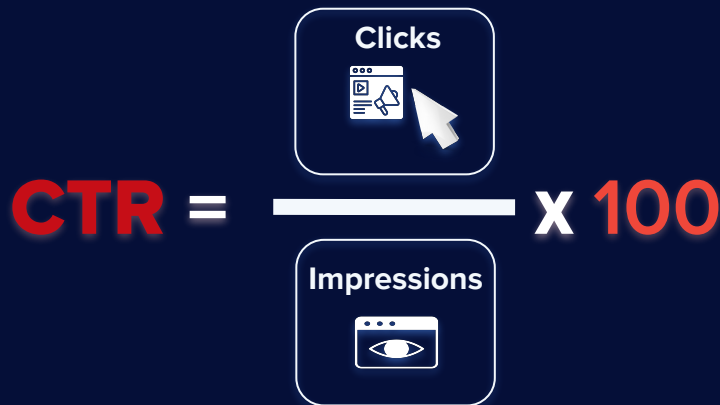
DEFINITIONS

CTR

CTR stands for Click-Through Rate. It is the ratio of clicks by a user to the number of times the ad was shown. It is essentially a measure of how frequently users appear to interact with an ad.

Click Fraud

Since click-throughs often drive a market premium, they are a common target for fraud schemes such as bot traffic. However, determining IVT (including fraud) for click traffic is challenging because regular click traffic and IVT click traffic look similar in many ways. In addition, mapping clicks to impressions is challenging due to timing considerations. However Pixelate is able to map clicks to impressions, and flag clicks for IVT using our Click Fraud Detection technology. Pixelate supports a number of click related IVT types that could be generated by suspicious users, ad creatives or publishers.

$$\text{CTR} = \frac{\text{Clicks}}{\text{Impressions}} \times 100$$


Types of click-related IVT opinions rendered by Pixelate:



Suspicious Users

- Click Farm
- Display Click Fraud
- Video Click Fraud
- Fast Clicker



Suspicious Ad:

- Duplicate Clicks



Suspicious Publishers:

- High CTR Traffic

Key Insights



21% of clicks on global Desktop Web traffic were **invalid** in Q2 2023



57% of invalid clicks in Q2 2023 were for **Click Farm and Datacenter IVT**



Health and **Entertainment** topped the charts for web categories with highest invalid click traffic.



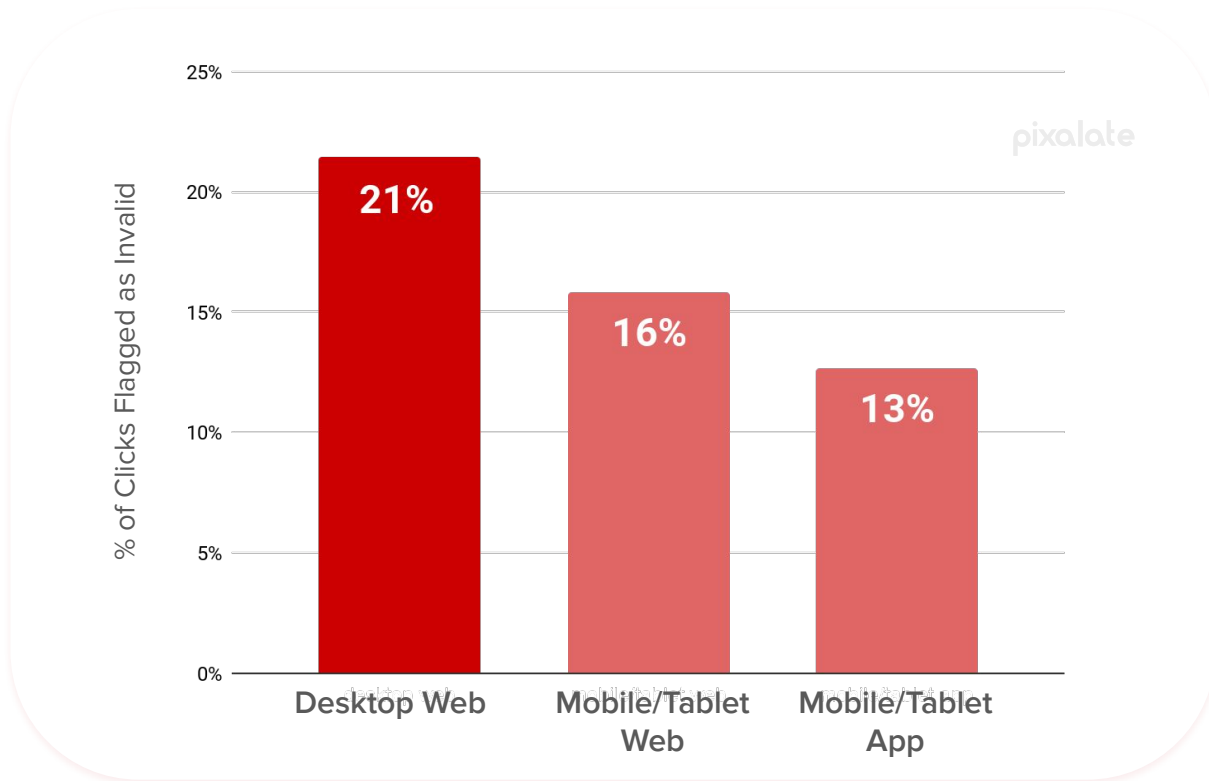
Colombia, Singapore, and **Peru** experienced the highest rates of invalid click traffic in Q2 2023



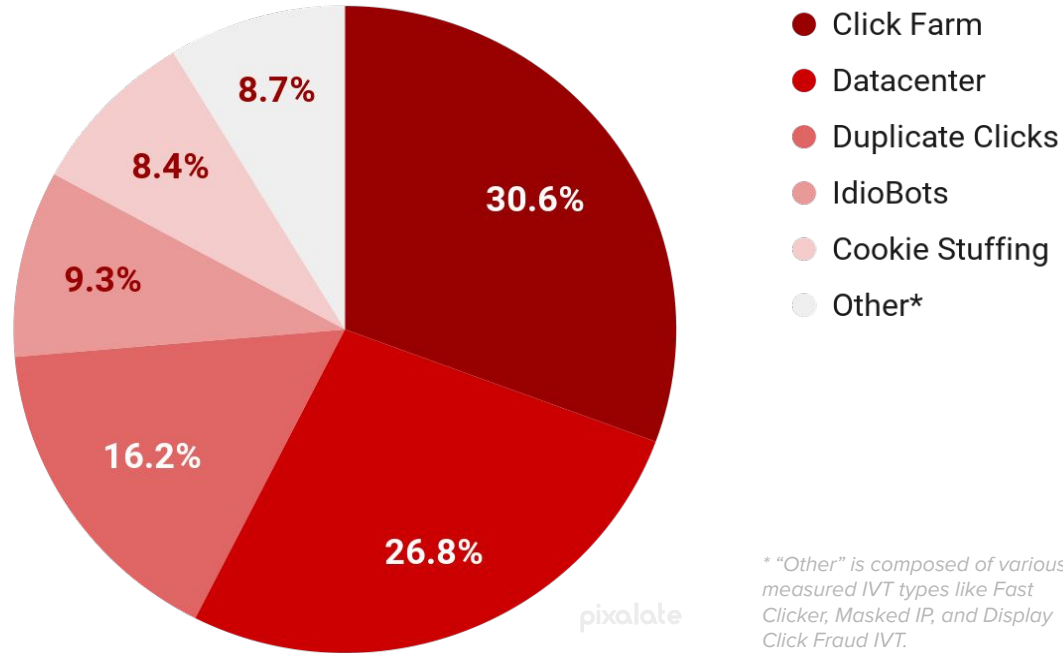
21%

of clicks on global Desktop Web traffic in Q2 2023 were invalid according to Pixalate's data.

Click IVT Rate - Global Traffic - Q2 2023



Top IVT Types Associated with Desktop Web Click Traffic

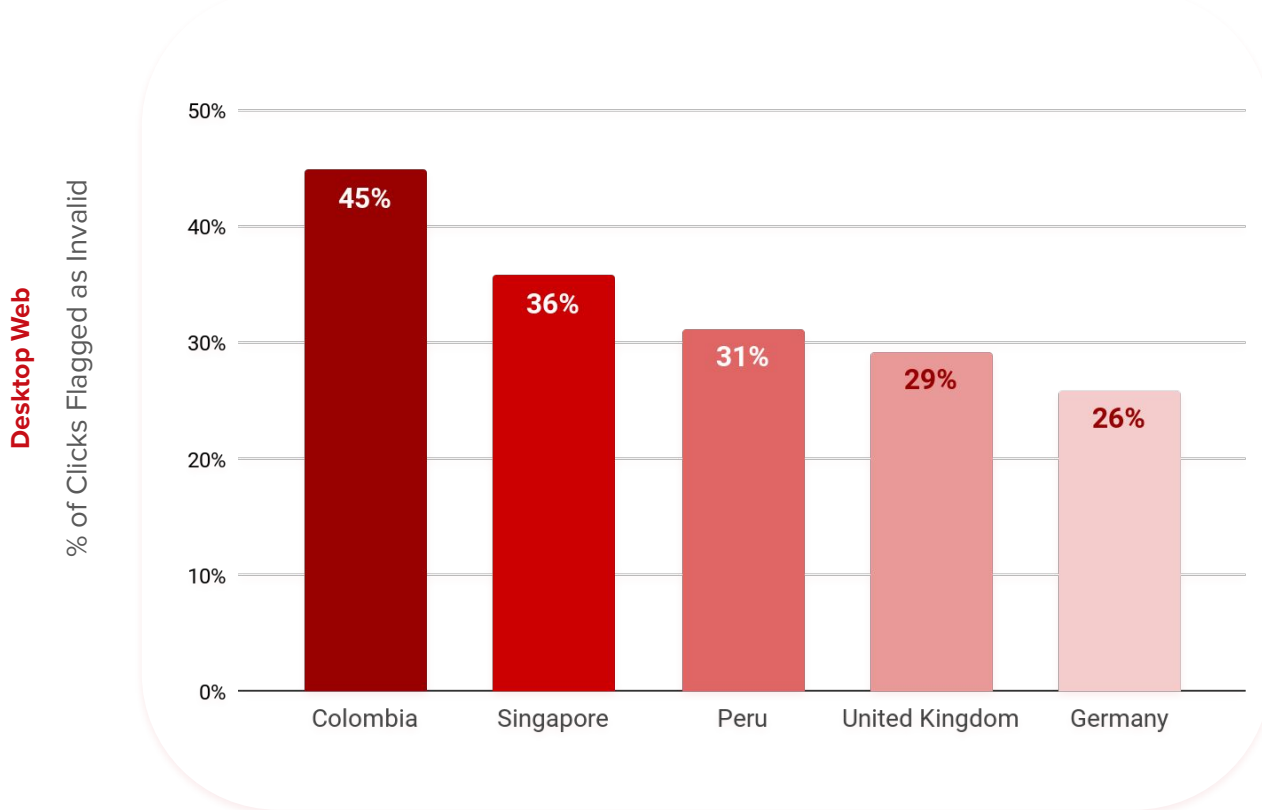




45%

of desktop clicks originating from **Colombia** were invalid in Q2 2023, according to Pixalate's data.

Top 5 Countries Most Impacted by Desktop Web Click IVT

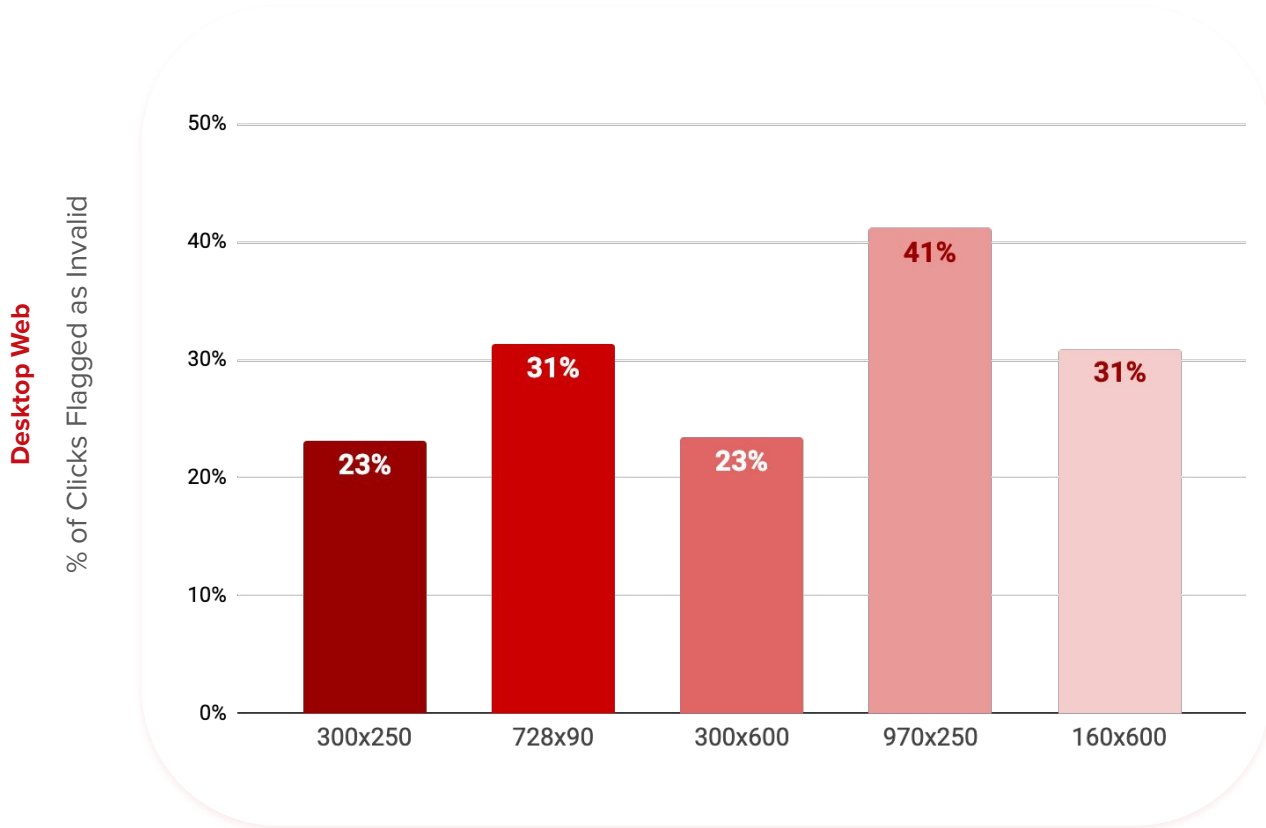




41%

of clicks on the 970x250 ad size in desktop traffic were invalid in Q2 2023, according to Pixalate's data.

Click IVT Rates on Popular Ad Unit Sizes

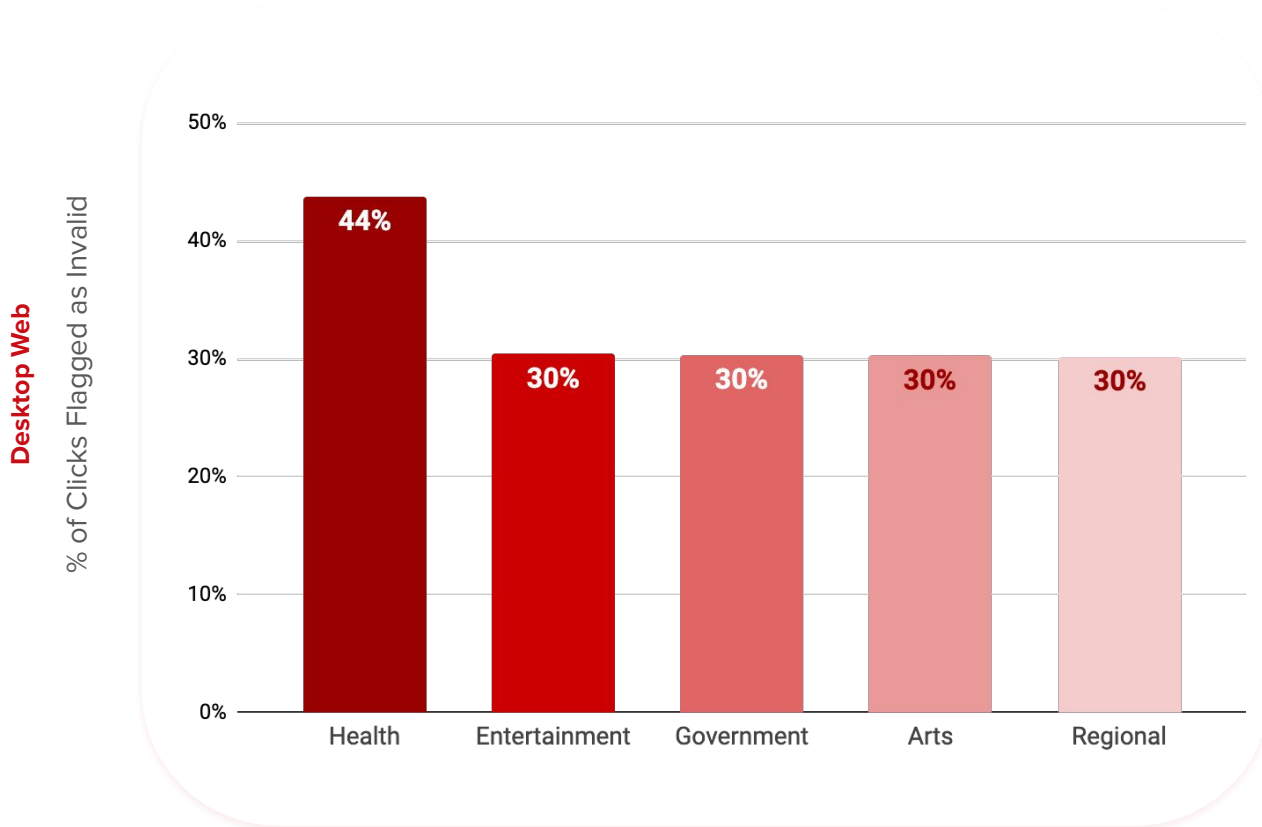




44%

of clicks on ads from desktop web domains in the **Health** category were invalid in Q2 2023, according to Pixalate's data.

Top 5 Categories Most Impacted by Desktop Web Click IVT



APPENDIX: CLICK IVT TYPE DEFINITIONS

CLICK FARM

Impressions/Clicks originating from a purported user who has been flagged as being associated with click farm activity.

DISPLAY CLICK FRAUD

Clicks that are generated from the same browser or device at a statistically significant inflated rate.

VIDEO CLICK FRAUD

Video ad clicks that are generated from the same browser or device at a statistically significant inflated rate.

FAST CLICKER

Activity originating from users that generate clicks less than one second apart from their respective impression

DUPLICATE CLICKS

High volumes of clicks with the same “unique” identifier.

HIGH CTR TRAFFIC

Traffic associated with domains or apps demonstrating high-risk CTR behavior.

For more information regarding Pixalate's reported Invalid Traffic Types, please visit our [knowledge base article](#).

DISCLAIMER

The content of this report reflects Pivalate's opinions with respect to factors that Pivalate believes can be useful to the digital media industry. Any data shared is grounded in Pivalate's proprietary technology and analytics, which Pivalate is continuously evaluating and updating. Any references to outside sources should not be construed as endorsements. Pivalate's opinions are just that, opinions, which means that they are neither facts nor guarantees. Pivalate is sharing this data not to impugn the standing or reputation of any entity, person or app, but, instead, to report findings and trends pertaining to privacy and information security practices and compliance across desktop web, the mobile web, and mobile apps in the time period studied.

ABOUT PIXALATE

Pixalate is the market-leading fraud protection, privacy, and compliance analytics platform for Connected TV (CTV) and Mobile Advertising. We work 24/7 to guard your reputation and grow your media value. Pixalate offers the only system of coordinated solutions across display, app, video, and CTV for better detection and elimination of ad fraud. Pixalate is an MRC-accredited service for the detection and filtration of sophisticated invalid traffic (SIVT) across desktop and mobile web, mobile in-app, and CTV advertising.



Stay Connected

 twitter.com/pixalateinc

 linkedin.com/company/pixalate/

 facebook.com/pixalate

THANK YOU!



info@pixalate.com



pixalate.com

