

Click Fraud in Affiliate Marketing

Top prevention tips

\$1 BILLION
is lost by world
advertisers per year.

**FROM 20%
TO 60%**
of all clicks
on your Ads
can be invalid

WHO IS SENDING THE FRAUD?

- Competitors
- Webmasters
- Clients

**CLICK FRAUD
WILL CONTINUE
TO EVOLVE**



HOW TO PREVENT CLICK FRAUD IN AFFILIATE MARKETING

- track & block your competitors;
- use high relevant search terms;
- use specific countries to target;
- use click fraud protection software.



**Stop Click Fraud
and save your
Google Ad budget
with PPC Shield**



ppcshield.io