

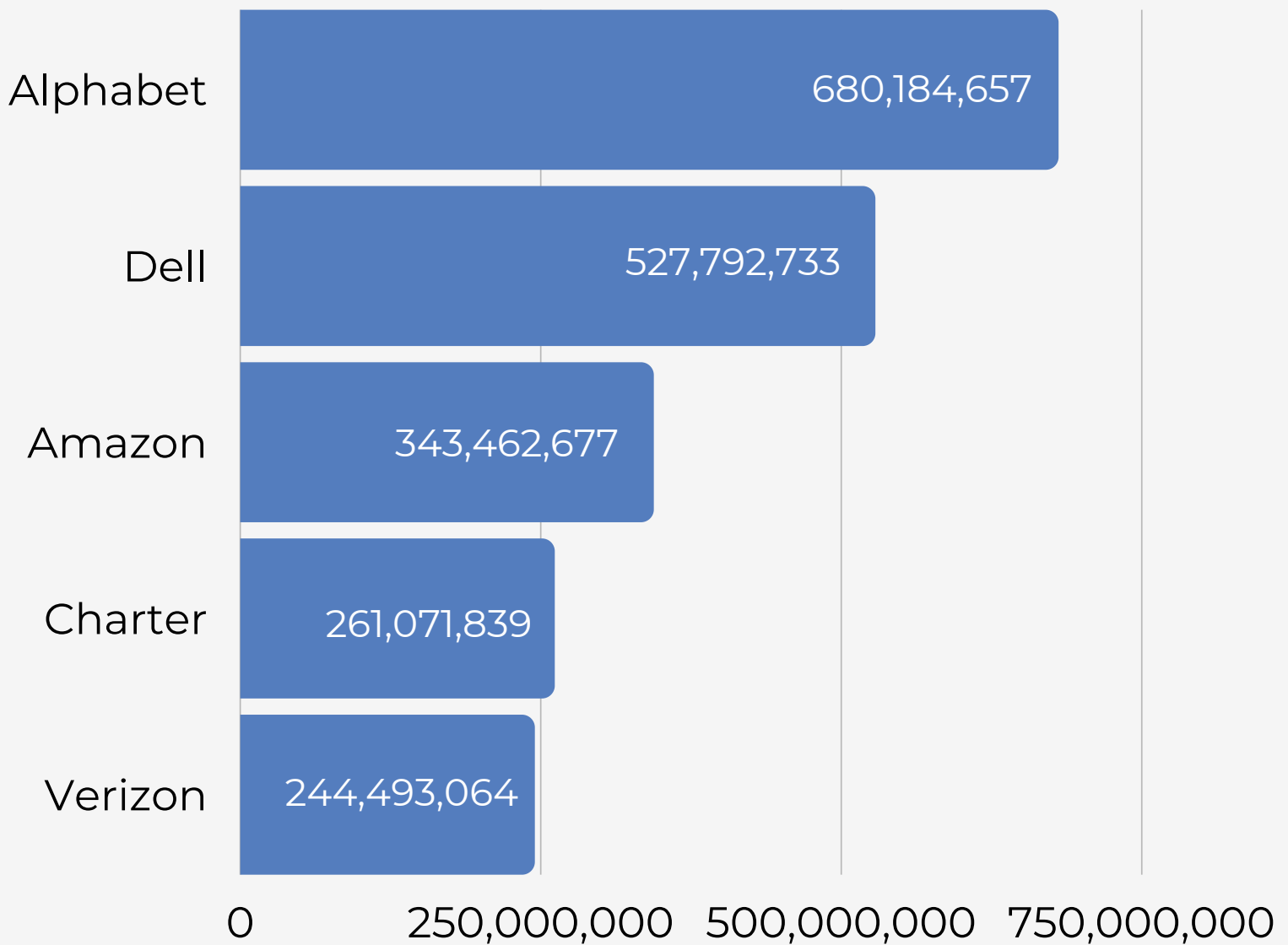
Fortune 500 companies at risk of **losing hundreds of millions of dollars** to PPC click fraud

Report by PPC Shield, November 2021



Top 5 Fortune 500 PPC Spenders

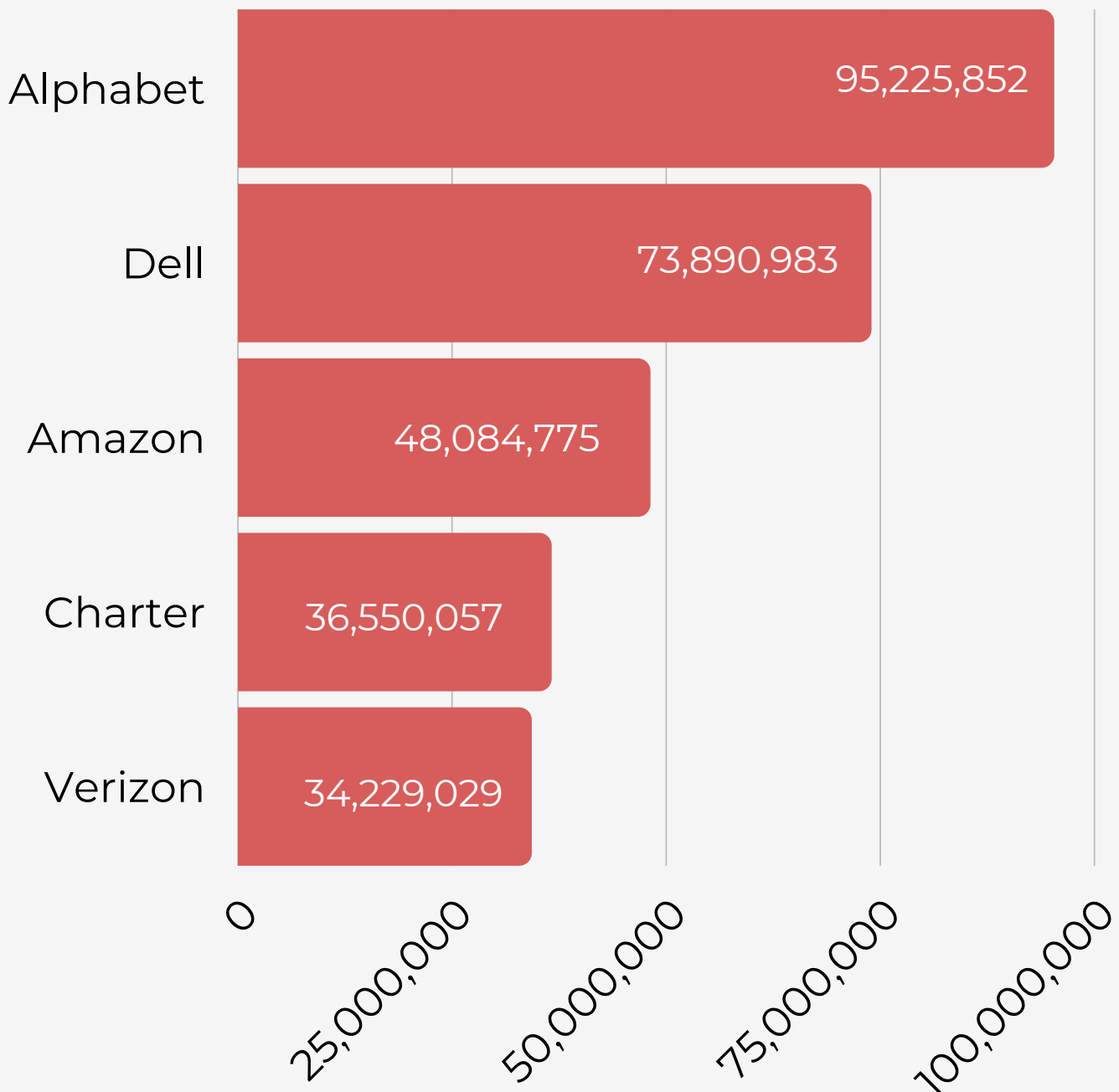
Total Yearly Ad Traffic Cost (\$USD)



Cost estimates for October 2020 - September 2021

Top 5 Fortune 500 PPC Spenders

Potential Yearly Loss to Click Fraud (\$USD)



Loss estimates for October 2020 - September 2021

Total ad cost and losses for
**Fortune 500's top 20
biggest PPC spenders**

\$3,468,676,319

total PPC ad cost



\$485,614,685

potential loss to click fraud



Top 20 Fortune 500 PPC Spenders

Total Ad Spent and Loss to Click Fraud (\$USD)

Rank	Fortune 500 company	Primary consumer-facing domain	PPC ad spent 12 months total (\$)	Potential loss to click fraud (\$)
1	Alphabet	google.com	680,184,657	95,225,852
2	Dell Technologies	dell.com	527,792,733	73,890,983
3	Amazon	amazon.com	343,462,677	48,084,775
4	Charter Communications	spectrum.com	261,071,839	36,550,057
5	Verizon Communications	verizon.com	244,493,064	34,229,029
6	Progressive	progressive.com	187,282,307	26,219,523
7	Microsoft	microsoft.com	166,834,414	23,356,818
8	Adobe	adobe.com	165,946,651	23,232,531
9	State Farm Insurance	statefarm.com	111,174,633	15,564,449
10	AT&T	att.com	104,578,802	14,641,032
11	Wayfair	wayfair.com	91,180,602	12,765,284
12	Walmart	walmart.com	79,926,685	11,189,736
13	Walt Disney	disneyplus.com	78,991,995	11,058,879
14	Intuit	intuit.com	73,933,190	10,350,647
15	Apple	apple.com	68,321,688	9,565,036
16	Automatic Data Processing	adp.com	64,453,717	9,023,520
17	Capital One Financial	capitalone.com	60,841,465	8,517,805
18	eBay	ebay.com	52,882,090	7,403,493
19	W.W. Grainger	grainger.com	52,817,828	7,394,496
20	Farmers Insurance Exchange	farmers.com	52,505,282	7,350,739

Top 20 Fortune 500 PPC Spenders

Monthly PPC Ad Traffic Cost (\$M USD)

Company domain	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21
google.com	44.50	102.43	75.58	60.64	45.53	49.32	51.05	46.30	67.70	54.31	51.10	31.73
dell.com	16.34	14.50	18.59	29.24	31.19	44.11	67.01	62.21	67.31	60.81	69.25	47.23
amazon.com	41.32	38.98	58.84	35.87	22.35	17.63	18.64	19.95	22.11	20.64	21.97	25.18
spectrum.com	38.56	61.81	57.91	22.88	9.53	7.20	11.39	5.71	7.61	11.90	7.97	18.59
verizon.com	22.10	21.81	15.11	12.46	23.21	21.60	16.96	12.57	25.80	23.21	24.12	25.53
progressive.com	15.08	14.48	17.61	17.57	14.20	22.30	17.02	11.63	13.78	14.98	15.13	13.50
microsoft.com	14.87	22.53	15.94	12.75	13.44	18.36	10.09	7.68	13.86	12.37	14.46	10.48
adobe.com	24.64	24.56	19.25	20.95	26.42	21.64	6.11	5.23	5.55	4.36	3.77	3.48
statefarm.com	9.52	7.44	9.47	12.46	12.30	8.75	7.11	7.56	4.88	9.20	10.44	12.04
att.com	19.22	8.87	7.00	7.12	6.60	6.68	8.07	6.85	9.36	8.52	7.96	8.35
wayfair.com	8.38	10.58	7.18	8.89	5.36	4.91	6.40	4.94	5.63	6.98	10.66	11.28
walmart.com	11.80	12.84	10.84	4.13	3.90	3.08	5.37	3.66	4.56	8.26	5.78	5.71
disneyplus.com	5.42	6.48	6.93	5.80	5.27	7.10	5.59	8.96	12.51	4.66	4.99	5.25
intuit.com	5.14	2.48	5.67	10.86	10.10	7.40	7.64	6.66	5.23	6.02	5.03	1.69
apple.com	9.10	7.71	5.57	4.97	3.84	3.62	5.58	5.00	5.57	4.44	5.31	7.61
adp.com	1.48	1.82	1.70	3.34	4.20	3.10	6.52	11.72	17.95	3.82	5.28	3.52
capitalone.com	4.12	3.90	4.97	4.84	4.52	4.46	4.22	4.80	6.11	5.25	7.04	6.60
ebay.com	13.02	12.44	8.23	4.07	2.65	4.56	2.23	1.67	1.80	0.33	0.42	1.45
grainger.com	13.68	20.89	7.67	2.59	1.51	1.40	2.36	0.38	0.31	0.72	0.73	0.59
farmers.com	0.00	0.00	0.00	3.00	7.82	4.38	5.07	3.03	3.97	3.02	19.51	2.70



Research methodology

- **Data source:** www.semrush.com
- **Time range:** October 2020 - September 2021
- **PPC budget estimate** was calculated based on an average of click through rates and the positioning of the domain on Google Ads.
- **Budget loss estimate** was calculated based on the assumption that an average of 14% of the ad spent might be lost to click fraud.