

Click Fraud Statement

Fraud Prevention Strategy

AdOn Network employs a multi-layered strategy to prevent click fraud, which involves the management and technical team, proprietary agreements with our network partners and built-in system features that automatically recognize and adjust for click fraud warnings.

Network features

AdOn Network offers several helpful tools that work to eliminate the possibility of click fraud:

1. Traffic Source Selection (see example below)

The Traffic Source Selection tool enables advertisers to optimize their campaigns for maximum effectiveness by allowing them to view all of their traffic sources and select or deselect those sources based on their effectiveness.

When used in conjunction with the ROI tracking tool, advertisers can select only the traffic sources that have the best conversion rates and eliminate traffic sources with the lowest conversion rates. By removing the lowest performing sources, this powerful tool serves as an additional protective barrier against click fraud.

2. ROI Tracking (see example below)

AdOn Network allows advertisers to calculate their advertising ROI by using the ROI Tracking Tool. This tool allows advertiser to effectively track conversions using a combination of browser cookies and technology on AdOn Network's servers. A conversion is an advertiser-defined action such as making a purchase or completing a contact form on the advertiser's website.

The ROI Tracking tool calculates individual conversion costs per keyword and traffic source. The calculation is based on the amount spent divided by the total number of conversions. Bases on this calculation, the advertiser is able to determine if the amount spent per conversion provides them with an acceptable ROI.

Example:

In the illustration below, the cost per conversion for source 99001 is twice the cost of the other sources at \$25 per conversion. In order to improve the overall ROI for this account, the advertiser can simply remove traffic source 99001 using the Traffic Source Selection page.

ROI Tracking Page

Keyword	Amt Spent	Clicks	Conversions	Amt Spent Per Conversion
Travel	\$2224.64	20224	194	\$11.47
Airfare	\$244.05	9945	45	\$12.00

Engine	Amt Spent	Clicks	Conversions	Amt Spent Per Conversion
110077	\$255.45	2057	21	\$12.16
99001	\$302.30	2315	12	\$25.19
98553	\$189.45	1755	29	\$6.53
110096	\$285.00	27	27	\$10.56

Conversion cost for traffic source 99001 is twice as much as other sources

Traffic Source Selection Page

CPC Group 1

<input type="checkbox"/> 99001	<input checked="" type="checkbox"/> 98591	<input checked="" type="checkbox"/> 98595
<input checked="" type="checkbox"/> 98592	<input checked="" type="checkbox"/> 98568	<input checked="" type="checkbox"/> 98596
<input checked="" type="checkbox"/> 110121	<input checked="" type="checkbox"/> 98542	<input checked="" type="checkbox"/> 98544
<input checked="" type="checkbox"/> 98589	<input checked="" type="checkbox"/> 98597	<input checked="" type="checkbox"/> 110152
<input checked="" type="checkbox"/> 98594	<input checked="" type="checkbox"/> 98554	<input checked="" type="checkbox"/> 98590
<input checked="" type="checkbox"/> 110119	<input checked="" type="checkbox"/> 98553	<input checked="" type="checkbox"/> 98531
<input checked="" type="checkbox"/> 98565	<input checked="" type="checkbox"/> 98593	<input checked="" type="checkbox"/> 98562
<input checked="" type="checkbox"/> 110085	<input checked="" type="checkbox"/> 98540	<input checked="" type="checkbox"/> 110096
<input checked="" type="checkbox"/> 98584	<input checked="" type="checkbox"/> 98555	<input checked="" type="checkbox"/> 98538
<input checked="" type="checkbox"/> 98577	<input checked="" type="checkbox"/> 98587	<input checked="" type="checkbox"/> 98533
<input checked="" type="checkbox"/> 98561	<input checked="" type="checkbox"/> 110062	<input checked="" type="checkbox"/> 98583
<input checked="" type="checkbox"/> 99002	<input checked="" type="checkbox"/> 98537	<input checked="" type="checkbox"/> 98572
<input checked="" type="checkbox"/> 98547		

Your listing will be eligible to appear on all the sites checked above. To exclude your listings from a specific partner, please uncheck the box next to the partner's site and click on "Save Selections" below.

Advertiser can remove traffic source 99001 from their account

- Competitor Block.** The Competitor Block allows advertisers to block access for up to eight websites to insure that competitors or unwanted traffic will not view their ads which would increase advertising costs.

1)	<input type="text" value="12"/>	<input type="text" value="44"/>	<input type="text" value="194"/>	<input type="text" value="49"/>
2)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
4)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
5)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
6)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
7)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
8)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Proprietary network agreements

It is the objective of AdOn Network to limit multiple clicks/views in a 24 hour period. To that end, we only register 1 click/view per I.P. address per 24 hours. We have one exception to that rule with one network partner, where the frequency cap is on a 1/12 rate. This exception doesn't necessarily specify that ads will repeat after 12 hours, but if an ad in the system warrants multiple views after 12 hours, it is at the discretion of this network partner to allow for this.

Further, if a user attempts to give an advertiser fraudulent clicks, our system will automatically recognize that a suspicious amount of impressions are coming from one IP source and block all further charges. We also automatically block any foreign traffic charges that are not indicated through the geographic selection page.

Management review

The management and technical team also perform a thorough and investigatory review of all new potential network partners for legitimacy with respect to valid traffic and strong system configuration.