# LUNIO

Click Fraud Analyzed

Click fraud has been a problem since the launch of online advertising, and despite some predictions that the growth rate of online advertising fraud is still predicted to reach $50 billion by 2025. Our system has been built to combat this and we've analyzed 300,000,000 points of data and found the following.
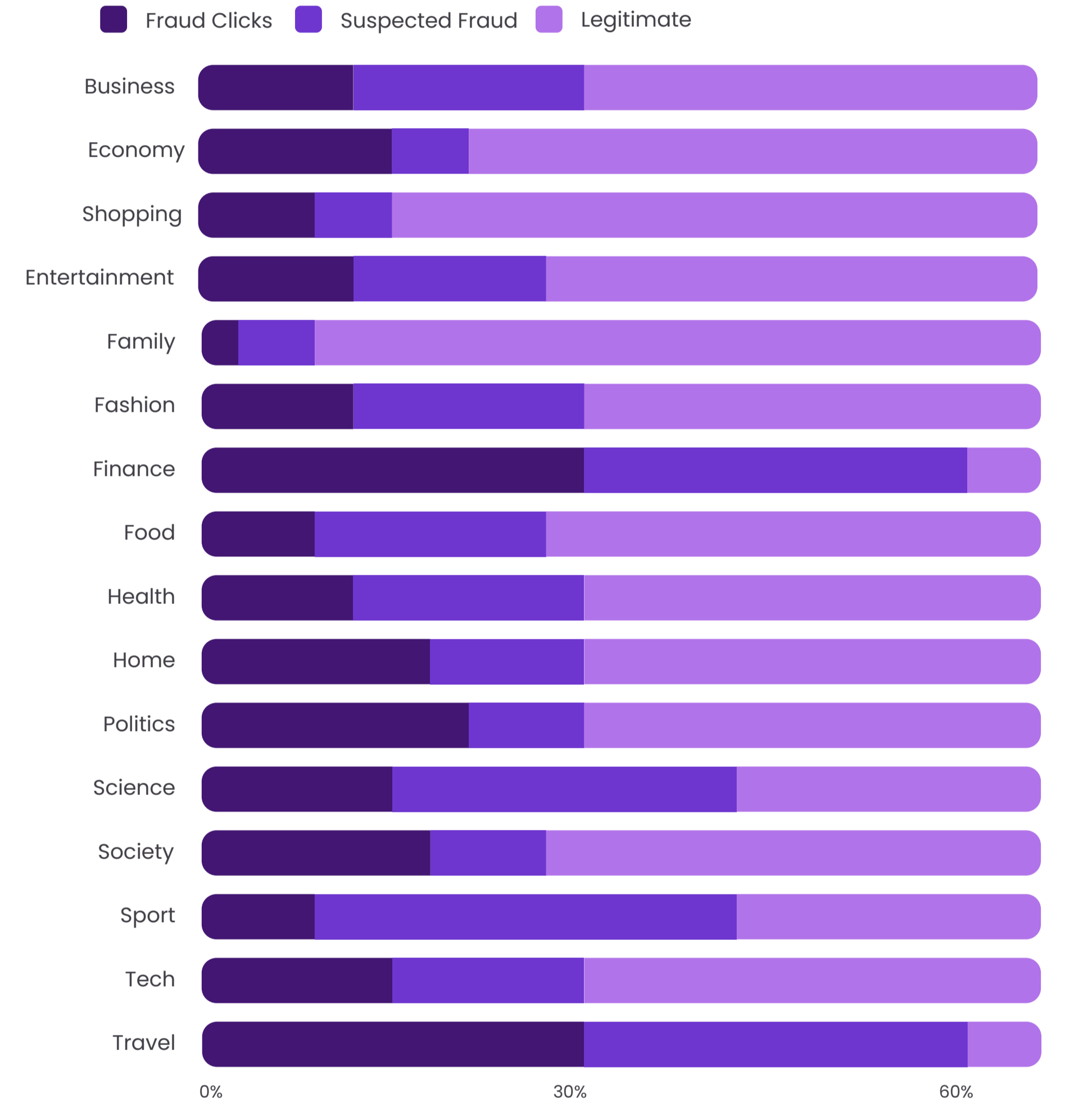
Fraud by Network Type

Google shopping adverts receive much lower rates of fraud than the average. This is consistent in both the 2018 study and the protected data. Google search ads experience slightly under average fraud rates in the protected data set, remaining consistent with the 2018 study.

Display ads are a prime target for fraudsters. Some estimates suggest roughly 60% of all display ad budgets are wasted due to fraudulent clicks.

Legend: ■ Fraud Clicks ■ Suspected Fraud ■ Legitimate

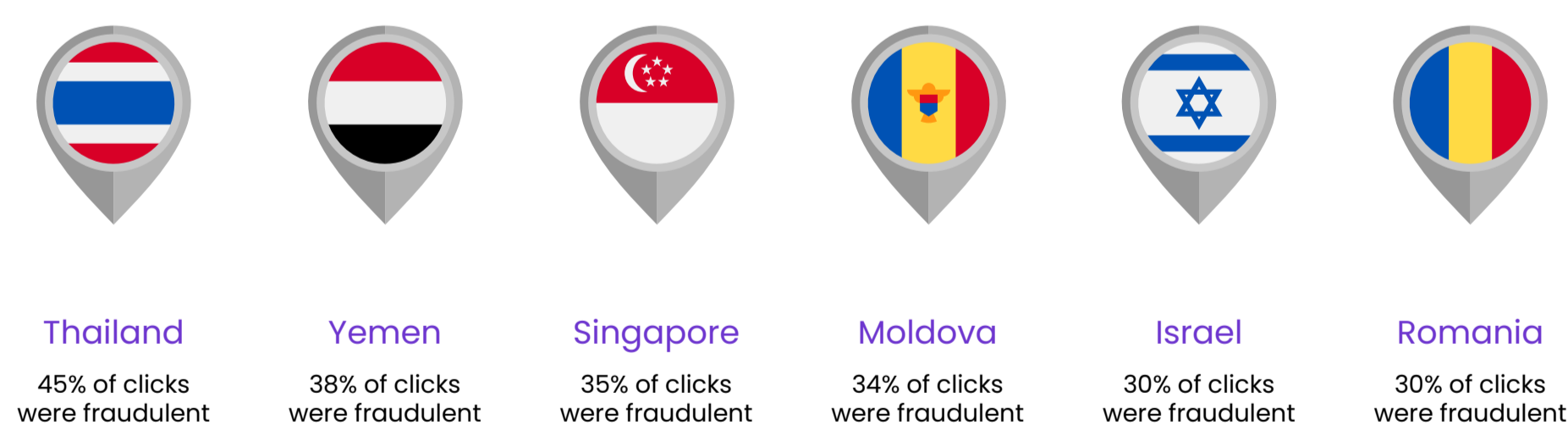|	0%	30%	60%
Display			
Search			
Shopping			
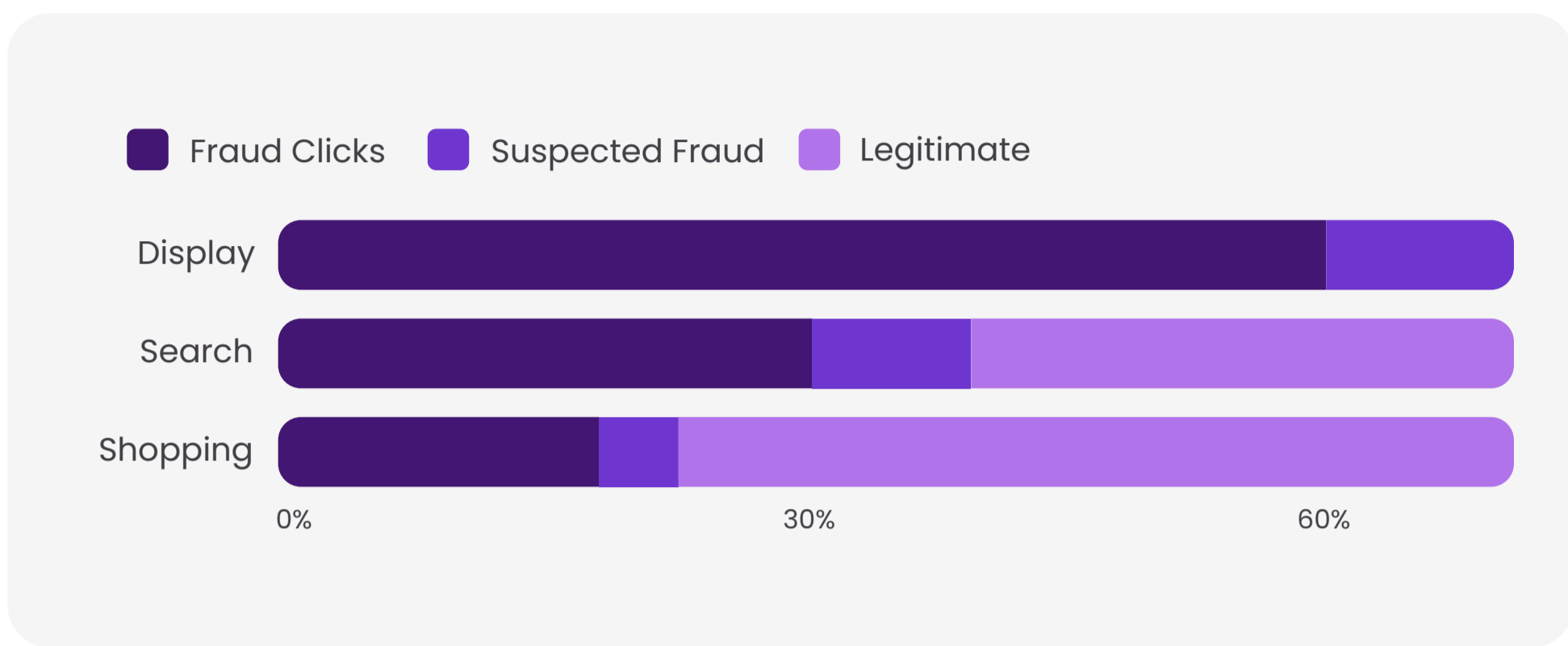
Most Fraudulent Industries

Examining rates of fraud in various industries, the data shows Finance and Travel are the most frauded industries, which backs up the data found by Bloomberg back in 2015.

Legend: ■ Fraud Clicks ■ Suspected Fraud ■ Legitimate

Business
Economy
Shopping
Entertainment
Family
Fashion
Finance
Food
Health
Home
Politics
Science
Society
Sport
Tech
Travel

(0% — 30% — 60%)

Countries with Highest Fraudulent Clicks

The following countries are the most common source for fraudulent clicks in our database.

Thailand — 45% of clicks were fraudulent

Yemen — 38% of clicks were fraudulent

Singapore — 35% of clicks were fraudulent

Moldova — 34% of clicks were fraudulent

Israel — 30% of clicks were fraudulent

Romania — 30% of clicks were fraudulent

Highest CPC Fraudulent Keyword Terms

The following keywords have a high cost per click and a high rate of fraud. Each keyword includes all phrases of related terms.

Lawyer
Average CPC of $53.55
Average Fraud Rate of 58.91%

Business Energy
Average CPC of $46.64
Average Fraud Rate of 58.33%

Repairs
Average CPC of $15.53
Average Fraud Rate of 67.71%

Casino
Average CPC of $13.37
Average Fraud Rate of 64.18%

SEO
Average CPC of $11.53
Average Fraud Rate of 50.53%

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