

Unexpected Challenges in Measuring Online Advertising ROI

The promise of online advertising

- Targeted, controlled placements
- Measured impressions, clicks & conversions
- Robust optimization

Banner ads gone bad



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- ✓ Test your trading strategies and you could win your share of!
- ✓ **Over \$20,000 in cash and prizes paid out monthly!**
- ✓ [Play to Win \\$250,000 - Fantasy Stock Trading Game](#)

REGISTER

Wall street Survivor™

Wall Street Survivor™ is a product of Stock-Trak Group, Inc. (**OTCBB: STKG**)

Wall Street Survivor™ is the Web's best fantasy stock trading game and investment contest portal where players can manage their own fantasy stock portfolios and



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2 Rules To A Flat Stomach: (obey)



before.

```
→ GET / HTTP/1.1
Host: www.mytoursinfo.com
```

```
← HTTP/1.1 200 OK ...
<html> ...
<script src="/js/counter.js" type="text/javascript"> ...
<script src="/js/stat.js" type="text/javascript"></script>
...
```

```
→ GET /js/stat.js HTTP/1.1 ...
```

```
← HTTP/1.1 200 OK
document.write("<iframe width=0 height=0
    src='http://www.pointtrip.com/florida_tour.html'>");
document.write("<iframe width=0 height=0
    src='http://www.fluentcall.com/pda_phones.html'>");
document.write("<iframe width=0 height=0
    src='http://www.webhotshop.com/shopping.htm'>");
document.write("<iframe width=0 height=0
    src='http://www.freebiespack.com/freebies_insider.htm'...
document.write("<iframe width=0 height=0
    src='http://www.onlinemoneytrading.net/forex_trading.h...
```

→
GET / HTTP/1.1
Host: www.mytoursinfo.com

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HTTP/1.1 200 OK ...
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<script src="/js/counter.js" type="text/javascript"></script>
<script src="/js/stat.js" type="text/javascript"></script> ...

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document.write("<iframe width=0 height=0 src='http://www.fluentcall.com/pda_phones.html'>");
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document.write("<iframe width=0 height=0 src='http://www.freebiespack.com/freebies_insider.htm'>...
document.write("<iframe width=0 height=0 src='http://www.onlinemoneytrading.net/forex_trading.ht...
document.write("<iframe width=0 height=0 src='http://flafungame.com/top_fun_games.htm'>");
document.write("<iframe width=0 height=0 src='http://www.multimediasolutions.in/digital_multimed...
document.write("<iframe width=0 height=0 src='http://www.bxbex.com/Featured_Schools/index.html'>...
document.write("<iframe width=0 height=0 src='http://www.ramblepace.com/denmark_travel.htm'>");
document.write("<iframe width=0 height=0 src='http://www.journeyidea.com/journey_tips.htm'>");
document.write("<iframe width=0 height=0 src='http://www.go-bay.com/search/cs_location.php'>");
document.write("<iframe width=0 height=0 src='http://www.willhealthy.com/willhealthy.htm'>");
document.write("<iframe width=0 height=0 src='http://www.fitnessan.com/bu.htm'>");
document.write("<iframe width=0 height=0 src='http://www.investdady.com/vc.htm'>");
document.write("<iframe width=0 height=0 src='http://www.9truck.com/semitrucks.htm'>");
document.write("<iframe width=0 height=0 src='http://www.healthykey.com/Bacteria-Improves-Your-I...
document.write("<iframe width=0 height=0 src='http://www.volcars.com/hybrid.htm'>");

→
GET /bu.htm HTTP/1.1
Host: www.fitnessan.com

←
HTTP/1.1 200 OK ...
<iframe ... width=728 height=90 src=http://www.fitnessan.com/code 728 90.htm>
...

Relationships

advertisers



Ad-Flow Burst Icon Rubiconproject Tribalfusion
ValueClick / FastClick Yahoo / Right Media

ad networks

Pointtrip Fluentcall Webhotshop Flafungame Fitnessan ...

ad loaders

traffic

Mytoursinfo

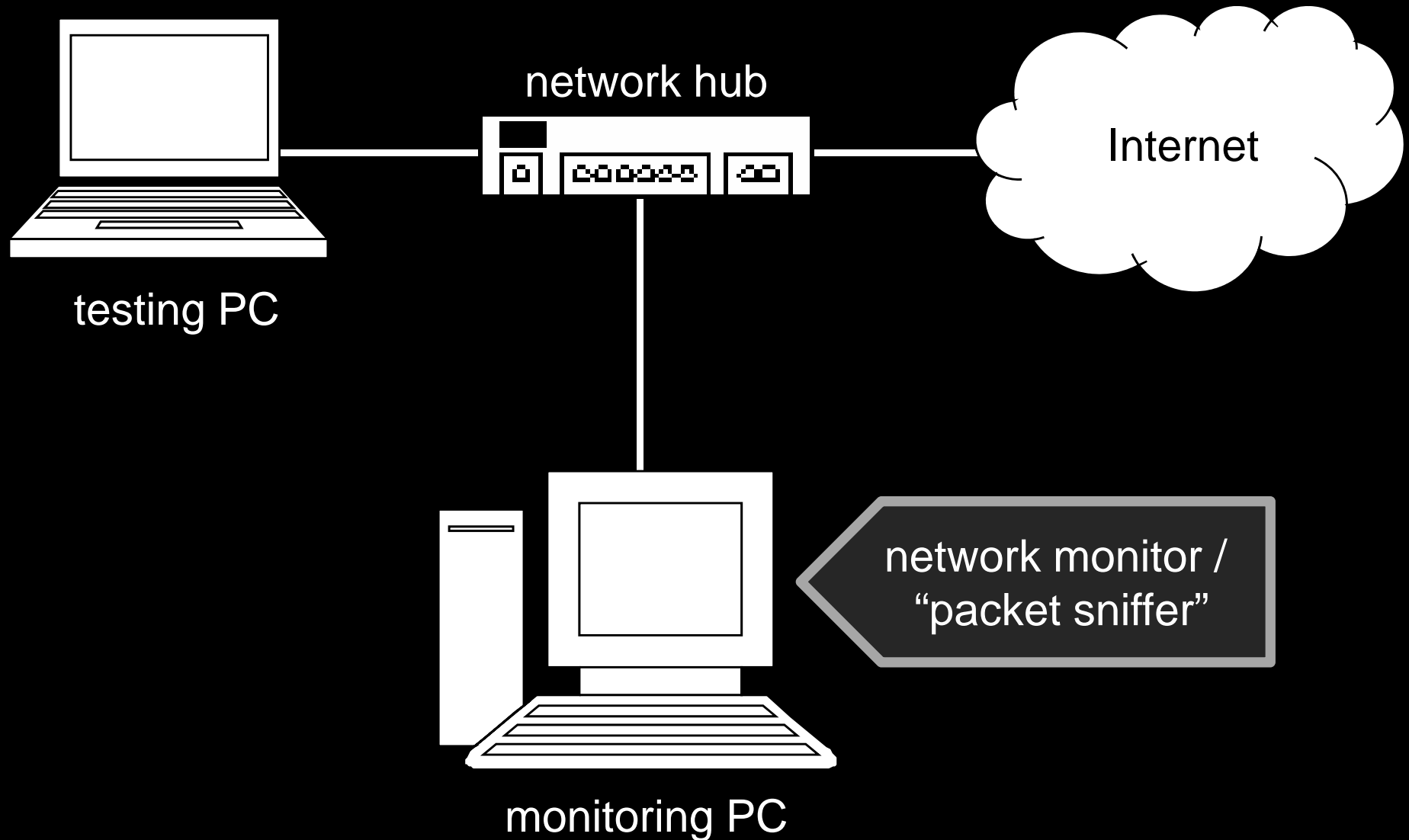
money

traffic loader

Valentine's DAY
FEBRUARY 14

SWAROVSKI

Investigator's tools



Paying per click

laptop - Google Search - Windows Internet Explorer

http://www.google.com/search?q=laptop

File Edit View Favorites Tools Help

laptop - Google Search

Web Images Maps News Shopping Gmail more Sign in

Google

laptop Search [Advanced Search](#) [Preferences](#)

Web Shopping Groups Results 1 - 10 of about 232,000,000 for **laptop** [definition]. (0.33 seconds)

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Laptop at Circuit City
www.CircuitCity.com Save up to \$150 on Laptops. Free Shipping On Orders \$24 and up.

HP Laptops
www.hp.com Find out about Powerful, Reliable & Affordable Laptop PCs from HP!

Sponsored Links

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Save More on Acer Laptops. Holiday Deals are at Walmart.
Walmart.com

Laptops at TigerDirect
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www.TigerDirect.com

Toshiba Laptops
See What Makes Toshiba Laptops Different, Better, & Right for You.
ToshibaDirect.com/Laptops

The New Samsung Notebooks
Lightweight & High Performing. Samsung for Home or Office.
www.samsung.com/notebooks

Laptop Computer
Laptop Computer Sales. Discount Laptop Deals Online.
LaptopsComputersDeals.com

Related searches: [laptop deals](#)

Shopping results for laptop

Apple MacBook - Core 2 Duo 2 GHz - 13.3" - 1 ...	\$1,185 to \$1,456 - 6 stores
HP Pavilion Dv6910us Entertainment - Turion 64 ...	\$649 to \$940 - 18 stores
Lenovo ThinkPad X61 Tablet 7767 - Core 2 Duo 1 ...	\$1,374 to \$1,736 - 21 stores

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LAPTOP Magazine is your complete mobile gear guide. We review the latest mobile tech products and provide expert buying advice, plus breaking industry news.
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Apple - MacBook
The new MacBook laptop features a precision aluminum unibody enclosure, more powerful NVIDIA graphics, a 13-inch LED-backlit display, and more.
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Laptop - Wikipedia, the free encyclopedia

Done Internet 100%

laptop - NYTimes.com Search - Windows Internet Explorer

http://query.nytimes.com/search/sitesearch?query=laptop&srchst=cse

File Edit View Favorites Tools Help

laptop - NYTimes.com Search

Welcome to TimesPeople
What's this?

Share and Discover the Best of NYTimes.com

3:34 PM

Get Started
No, thanks

The New York Times

Search

Go to Advanced Search »

Your Search Search

Today | Past 7 Days | Past 30 Days | Past 12 Months | All Results Since 1851

All Results | Articles | Multimedia

1-10 of 10,000+ Results

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LaptopsComputersDeals.com

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Save on Notebook Computers Now Great Gifts - Free Shipping
www.OfficeMax.com

Personal Tech: Computers
News about computers, including product listings, multimedia and articles published in The New York Times.

[Battery Maker Is Betting on Silver-Zinc for Laptops - Green Inc ...](#)
Ross Dueber, the company's chief executive, says a top-tier laptop manufacturer will release the first computer designed to accept silver-zinc batteries in ...
December 2, 2008

[One Laptop Per Child Gets a Marketing Push](#)
Media companies are donating television time and magazine pages to help the organization's effort to provide laptops to children in ...
November 17, 2008 By STEVE LOHR Technology

Done, but with errors on page.

Internet 100%

Click fraud

Syndication fraud

Inflating CPC conversion rates



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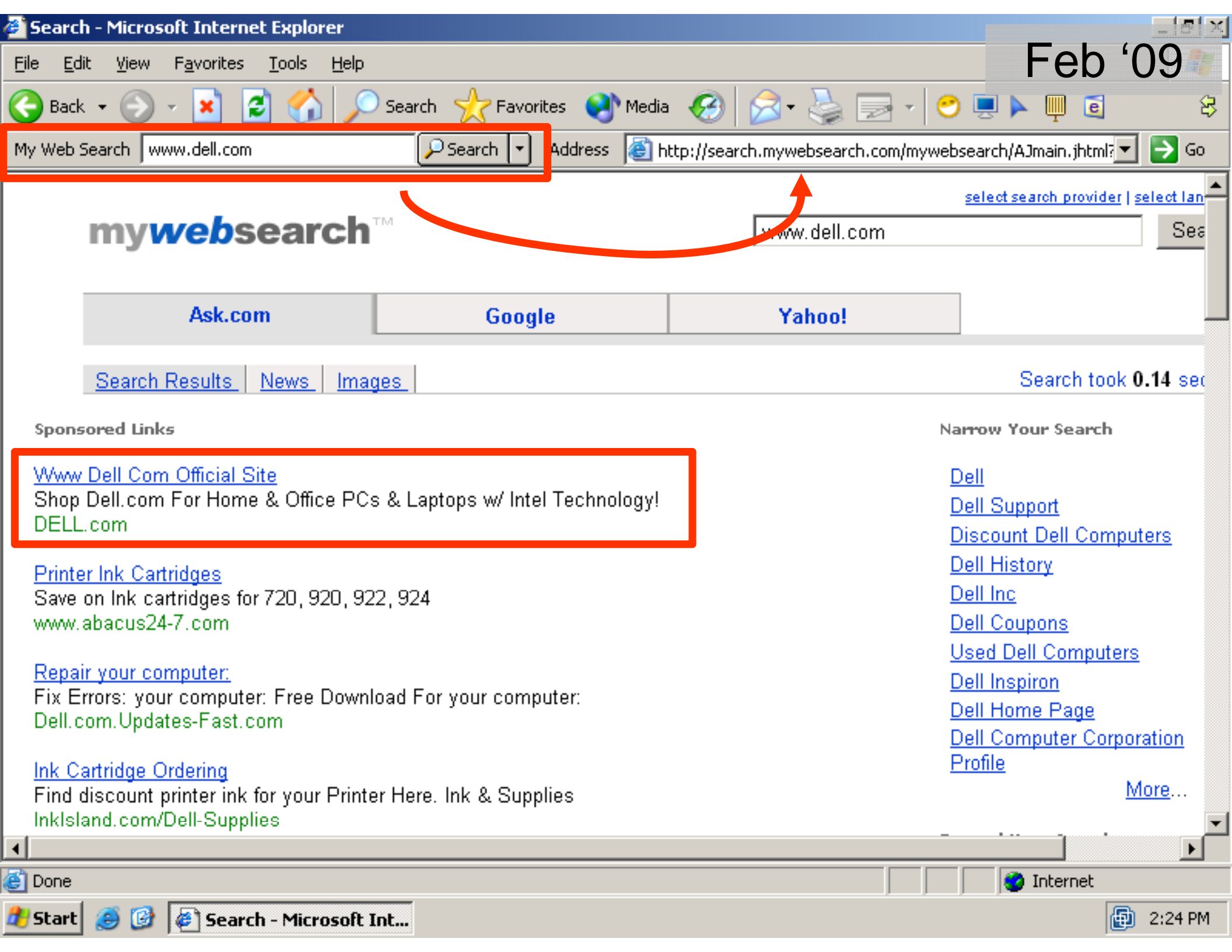
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Feb '09

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Search

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Search Results News Images

Search took 0.14 sec

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DELL.com

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Feb '09

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Internet-Web-Directory.com

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www.ComcastOffers.com

[Order Road Runner](#)

\$34.95/mo for High Speed Internet. Free Modem. Get Road Runner Now!

www.RoadRunnerOffers.com

[Verizon DSL Official Site](#)

Vz High Speed Internet - \$17.99/mo Price Guaranteed to Never Go Up!

Verizon.com



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This offer is from
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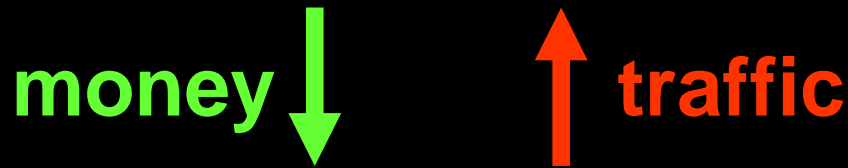
Opening page <http://servedby.pr>

WhenU-Google Relationship

Google Advertisers e.g. Verizon

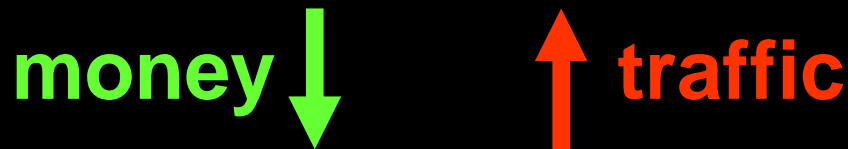


Google

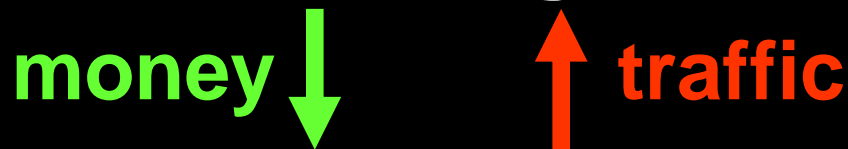


Infospace

Idearc Media / Superpages

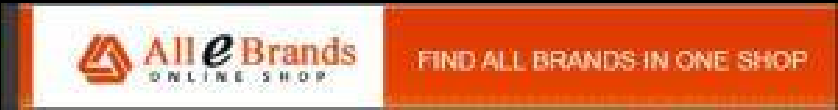


Localpages



WhenU

→ GET /iframe3? ...
Host: ad.yieldmanager.com ...



← HTTP/1.1 200 OK
Date: Mon, 29 Sep 2008 05:36:02 GMT

...
<iframe src="http://allebrands.com/allebrands.jpg"

→ GET /allebrands.jpg HTTP/1.1 ...
Host: allebrands.com ...

← ...

<iframe src='http://click.linksynergy.com/click?id=0v83T/v4Fsg&offerid=144797.1&subid=0' width='0' height='0'>
<iframe src='http://www.microsoftaffiliates.net/t.aspx?kbid=9066&p=http%3a%2f%2fcontent.microsoftaffiliates.net%2fWLToolbar.aspx%2f&m=27&cid=8' width='0' height='0'>
<iframe src='http://send.onenetworkdirect.net/z/41/CD98773' width='0' height='0'>

McAfee

Microsoft OneCare

Symantec

AdWords Terms & Conditions

Customer understands and agrees that ads may be placed on any other content or property provided by a third party ("Partner") upon which Google places ads ("Partner Property"). Customer agrees that all placements of Customer's ads shall conclusively be deemed to have been approved by Customer unless Customer produces contemporaneous documentary evidence showing that Customer disapproved such placements in the manner specified by Google.

Customer understands that third parties may generate impressions or clicks on Customer's ads for prohibited or improper purposes, and Customer accepts the risk of any such impressions and clicks. Customer's exclusive remedy, and Google's exclusive liability, for suspected invalid impressions or clicks is for Customer to make a claim for a refund in the form of advertising credits for Google Properties within the time period required under Section 7 below. To the fullest extent permitted by law, refunds (if any) are at the discretion of Google and only in the form of advertising credit for only Google Properties. Nothing in these Terms or an IO may obligate Google to extend credit to any party.

Why advertising fraud?

- Strong financial incentives
 - Reliable payment, “clean” money
- Easy pseudonymity
- Limited investigations of partners
- Limited incentives to uncover fraud
 - Ad agencies
 - Ad networks
- Limited actions to obtain restitution

“10% of spend”

Responses

- Revise insertion orders to clarify expectations.
- Audit traffic records & insist on proof of work done.
- Compare ad networks based on quality.
- Negotiate out of ad networks' one-sided T&C's.
- Clarify responsibility between advertiser & agency.
- Demand repayment / sue. (Feasible? Cost-effective?)
- Pay more slowly → penalties when caught.
- Do nothing. "Cost of doing business."

More examples:
www.benedelman.org