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
The web’s only free, real-time streaming stock challenge.

- SIGN UP Wall Street Survivor™ NOW FOR THIS FREE CONTEST FOR A CHANCE TO WIN UP TO $50,000 DOLLARS!!
- 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
Relationships

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

Ad Networks
- Pointtrip
- Fluentcall
- Webhotshop
- Flafungame
- Fitnessan

Ad Loaders
- Mytoursinfo

Money

Traffic

Traffic Loader
Investigator’s tools

- testing PC
- network hub
- monitoring PC
- network monitor / “packet sniffer”
- Internet
Paying per click
The New York Times

Search

Your Search:  laptop

Go to Advanced Search

All Results | Articles | Multimedia
1-10 of 10,000+ Results

Sponsored Links

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

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

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

Personal Tech: Computers

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 LOHRE, Technology

Sponsored Links

Laptops at TigerDirect
Take Advantage of Deep Discounts $1.99 Same Day Shipping, Shop Now!

Laptop Computer
Laptop Computer Sales. Discount Laptop Deals Online.

$160 Off Laptop Computers
Save on Notebook Computers Now Great Gifts - Free Shipping

www.OfficeMax.com

www.TigerDirect.com

www.shopping.hp.com

walmart.com

www.CircuitCity.com
Click fraud
Syndication fraud
Inflating CPC conversion rates
Toolbar Features:

- Works with most IM, Email & Blog applications - as well as social sites like My Space and MSN Spaces!

- Bonus: Also includes cursors, screensavers, e-cards, the MyWebSearch® search box and Search Assistant - relevant search results in response to misspelled or incorrectly formatted browser address requests.

- No Spyware, No Adware. We take pride in our products!

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Now as low as $74.99/mo. for one year when you bundle:
• Unlimited home calling
• Blazing-fast Internet
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Price includes $5 off per month ($60 annual savings) when you order online!
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High Speed Internet Access
Find High Speed Internet Access. Get Info On High Speed Internet.
Internet-Web-Directory.com

Order Comcast High Speed
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Verizon DSL Official Site
Vz High Speed Internet - $17.99/mo Price Guaranteed to Never Go Up!
Verizon.com
WhenU-Google Relationship

Google Advertisers e.g. Verizon

money -> traffic

Google

money -> traffic

Infospace

money -> traffic

Localpages

money -> traffic

WhenU

money -> traffic

Idearc Media / Superpages
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 “10% of spend”
• Limited actions to obtain restitution
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