

The Darker Side of Online Advertising

Benjamin Edelman

February 10, 2009

Banner ads

Welcome to TimesPeople
What's this?

Share and Discover the Best of NYTimes.com

1:40 PM

Get Started
No, thanks

HOME PAGE MY TIMES TODAY'S PAPER VIDEO MOST POPULAR TIMES TOPICS

My Account Welcome, dbdelman Log Out Help

For every
person there
is a gift.

www.dwr.com

The New York Times

Saturday, November 22, 2008 Last Update: 1:34 PM ET

Not for one
season, but for
all time. Shop
dwr.com ▶

Search



Get Home Delivery | Washington Mostly Cloudy 36°F

JOBS
REAL ESTATE
AUTOS
ALL CLASSIFIEDSWORLD
U.S.
POLITICS
N.Y./REGION
BUSINESS
TECHNOLOGY
SPORTS
SCIENCE
HEALTH
OPINIONARTS
Books
Movies
Music
Television
Theater
STYLE
Dining & Wine
Fashion & Style
Home & Garden
Weddings/
Celebrations
TRAVELBlogs
Cartoons /
Humor
Classifieds
Corrections
Crossword/
Games

THE 44TH PRESIDENT

Obama Vows Swift Action on Vast Economic Stimulus Plan

By JEFF ZELENY and JACKIE CALMES 53 minutes ago

Barack Obama offered a broad sketch of a plan to create or save 2.5 million jobs by investing in public works programs and alternative energy.

- Text of Address | Video
- Saturday Word: Obama Aims for 2.5 Million Jobs

NEWS ANALYSIS

Obama Tilts to Center, Inviting a Clash of Ideas

By DAVID E. SANGER

President-elect Barack Obama's reported selections for two major cabinet jobs suggest a preference for pragmatists, not ideologues.

- Clinton Is Said to Accept Secretary of State Position
- Fed Official Is Said to Be Choice for Treasury



Eric Grigorian for The New York Times

TRAVEL

Ry Cooder's American West

By LAWRENCE DOWNES

El Mirage Dry Lake sounds like a place one step from nonexistence, but it's a critical stop on a journey into the idiosyncratic world of the influential rock and blues artist.

- Audio Slide Show: Journey to El Mirage Dry Lake

U.S. Strike in Pakistan Kills British Militant

By ISMAIL KHAN and JANE PERLEZ 4 minutes ago

The militant, who served as a liaison to Al Qaeda, was a key suspect in a plot to blow up trans-Atlantic airliners.

Shares Falling, Citigroup Talks to Government

By ANDREW ROSS SORKIN and LOUISE STORY

Options discussed included a public endorsement from the government as a new financial lifeline.

SPORTS »

College Football

The top storylines in college football, including the Big 12 showdown between Texas Tech and Oklahoma, are on the Quad blog.

- Video: The Pregame Huddle
- Utah and B.Y.U. Collide
- Unlikely Texas Tech Combination
- Scoreboard | More Coverage »



OPINION »

- Herbert: Veterans Comments (105)
- Collins: Bush Has to Go Comments (271)
- Op-Ed: On Eric Holder
- Editorial: Detroit Flails Comments (112)

BUSINESS »

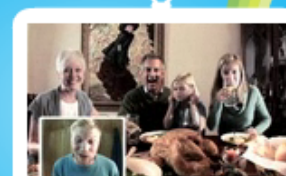
G.M.'s Long Road Ahead

Joe Nocera examines the arduous road that General Motors would travel in bankruptcy.

Citi never sleeps

Free face-to-face
video calling.

sound on



This offer is brought to you by your personal Surf Sidekick. For more info visit SurfSidekick.com

File Edit View Favorites Tools Help



Address http://inqwire.com/index_tiny.asp?st=6755&sc=947&lc=60&ld=20&sf=1&flc=5&fld=26&sp=0&fd=5

Go Links



HURRY, OFFER ENDS 5/14/06!
GET MOM A RELIABLE PINK RAZR!
FOR ONLY \$79⁹⁹ **SHOP NOW**

WITH NEW 2 YR. ACTIVATION PER PHONE.



ASK ?

Search | Shop | Find



Enter city or US Zip

go!



\$44
weekend
on SUV
Chevy T

Find the
weekend



Universal – The Fun They Never Outgrow.



Kids Stay Play and Eat FREE!

```
<iframe src="728x90.asp?jscode=...">
```

```
<html>
```

```
<head>
```

```
<meta http-equiv="Refresh" content="9;  
url=728x90.asp?jscode=...">
```

```
<body leftmargin=0 rightmargin=0 topmargin=0  
bottommargin=0 >
```

```
<p align=center valign=bottom>
```

```
<SCRIPT TYPE='text/javascript'  
SRC='http://ad.yieldmanager.com/rmtag2.js'></S  
CRIPT><SCRIPT language='JavaScript'>var  
rm_host = 'http://ad.yieldmanager.com';var  
rm_site_id = 2578;var rm_section_code  
=4400;var rm_iframe_tags =  
1;rmShowAd('728x90');</script>
```

```
</p>
```

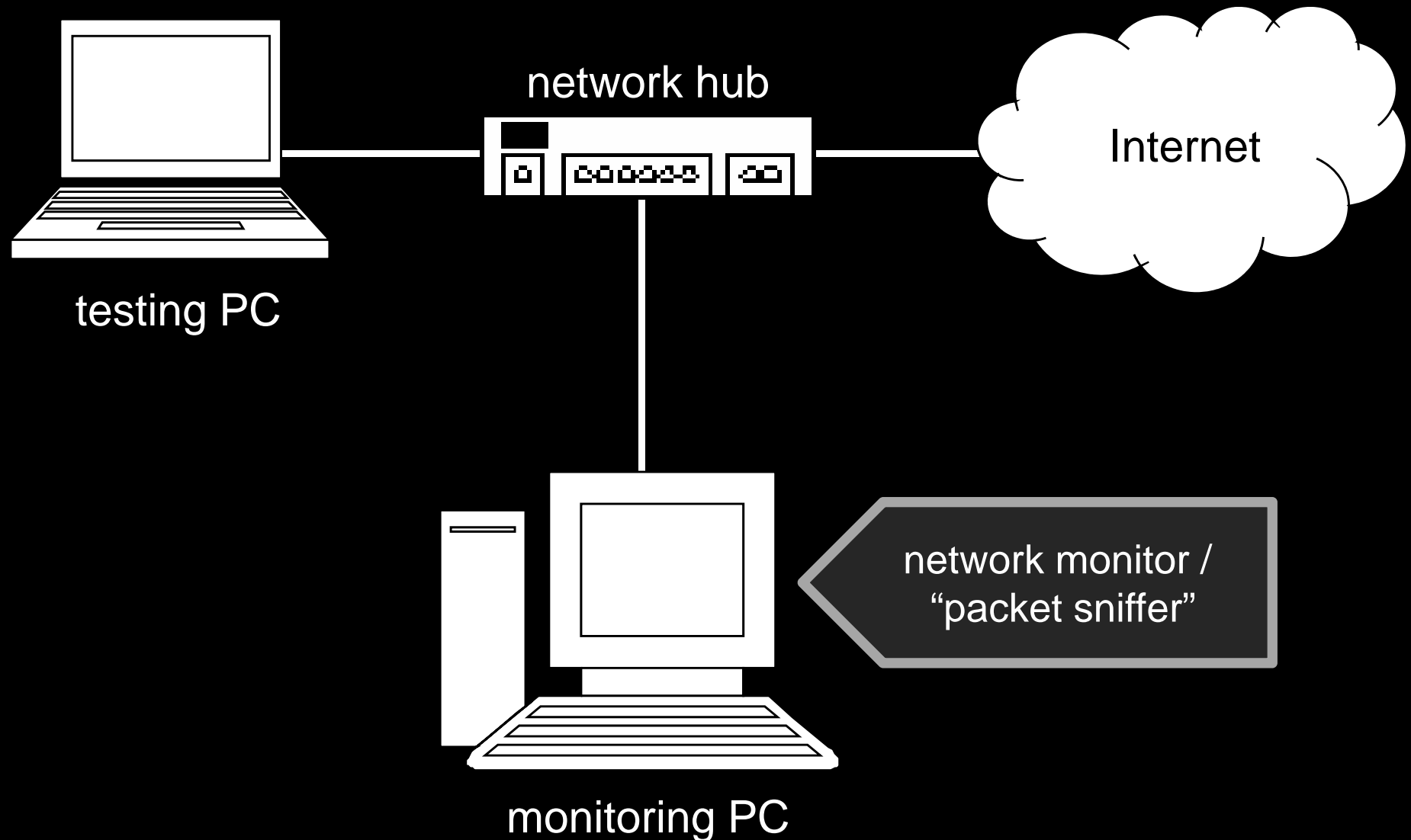
```
</body>
```

```
</html>
```

Inqwire Ad Relationships



Investigator's tools



**Online Exclusive! Real Deal.**Get cool phones, **Free** WITH NEW 2YR ACTIURATION PER PHONE.**Free Overnight Shipping** with online orders[Learn More](#)

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



Sponsored
2 Rules To A Flat Stomach: (obey)




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

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

Solutions to Banner Fraud

- Limit where ads may appear.
 - But networks prefer not to say.
- Enforce IAB standards on reload frequency.
 - Imprecise. AJAX-style apps challenge norms.
Publishers can push the limits.
- Don't pay per impression.

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)

Laptop Sponsored Links

www.BestBuy.com Laptops Make The Perfect Gift. Shop Wide Selection Online At Best Buy@!

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!

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

LAPTOP Magazine - Product reviews, tech news, buying guides, and more
LAPTOP Magazine is your complete mobile gear guide. We review the latest mobile tech products and provide expert buying advice, plus breaking industry news.
www.laptopmag.com/ - 104k - [Cached](#) - [Similar pages](#)

Apple - MacBook
The new MacBook laptop features a precision aluminum unibody enclosure, more powerful NVIDIA graphics, a 13-inch LED-backlit display, and more.
www.apple.com/macbook/ - 18k - [Cached](#) - [Similar pages](#)

Laptop - Wikipedia, the free encyclopedia

Sponsored Links

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

Laptops at TigerDirect
Take Advantage of Deep Discounts \$1.99 Same Day Shipping, Shop Now!
www.TigerDirect.com
[Google Checkout](#)

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

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

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

Sponsored Links

[Toshiba Laptops](#) See What Makes Toshiba Laptops Different, Better, & Right for You.
ToshibaDirect.com/Laptops

[Laptop at Circuit City](#) Save up to \$150 on Laptops. Free Shipping On Orders \$24 and up.
www.CircuitCity.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

Sponsored Links

[Acer Laptops](#)
Save More on Acer Laptops. Holiday Deals are at Walmart.
Walmart.com

[Save up to \\$709](#)
Buy Select HP Laptops, Get \$70 off Wireless Printers. Free Shipping!
www.shopping.hp.com

[Laptops at TigerDirect](#)
Take Advantage of Deep Discounts \$1.99 Same Day Shipping, Shop Now!
www.TigerDirect.com

[Laptop Computer](#)
Laptop Computer Sales. Discount Laptop Deals Online.
LaptopsComputersDeals.com

[\\$160 Off Laptop Computers](#)
Save on Notebook Computers Now Great Gifts - Free Shipping
www.OfficeMax.com

Done, but with errors on page.

Internet 100%

CPC gone wrong

Click fraud

GET /?1143930576 HTTP/1.1 ...
Host: search.improvingyourlooks.com

HTTP/1.1 200 OK ...

```
<html> ... <body onload='document.forms[0].submit() '>  
<form action='http://64.14.206.59/cgi-bin/feedred' method='GET'>  
<input type='hidden' name='c' value='2188'>  
<input type='hidden' name='p' value='2068'>  
<input type='hidden' name='d' value='1'>  
<input type='hidden' name='nr' value='search.improvingyourlooks.com'>  
<input type='hidden' name='q' value='lasik%20eye%20surgery'>  
<input type='hidden' name='des' value='GxgGGx5FChkRDgcTSgEBQ0EwB...'>  
<input type='hidden' name='des2' value=''>  
</form></body></html>
```

GET /cgi-bin/feedred?c=2188&p=2068&d=1&nr=search.improvingyourlooks.com&q=lasik%20eye%20surgery&des=GxgGGx5FChkRDgcTSgEBQ0EwBh4XRUCFSE...
Host: 64.14.206.59

HTTP/1.1 302 Found ...
Location: http://www10.overture.com/d/sr/?xargs=15KPjg17hS%2DZXyl%...

Syndication fraud

UpSpiral - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Reload Home Search Favorites Media

Address <http://www.upsiral.com/index.php?tpid=10216&ttid=100&st=marriage%20counseling> Go Links

Ad-w-a-r-e Showing Google Ads



UpSpiral

Search the Web:

Sponsored results containing: "marriage counseling"

[Marriage Counseling](#)
Alternative to Counseling 1 million programs sold.As seen on Oprah
<http://www.lightyourfire.com>

[Help Your Marriage](#)
Online program for married couples to help improve their marriage
<http://Marriage.eHarmony.com>

[Fix Your Marriage](#)
Marriage Counseling Alternative. Get Free Advice Immediately
<http://www.YourMarriageFitness.com>

[Marriage Counseling](#)
Watch 'Shalom In The Home' on TLC. Life Lessons With Rabbi Boteach.
<http://www.TLC.com/Shalom>

[Need Marriage Counseling?](#)
Unhappy spouse? Want to save your marriage? Here's what to do now

Sponsored Links

[Marriage Counseling](#)
Alternative to Counseling 1 million programs sold.As seen on Opr...
<http://www.lightyourfire.com>

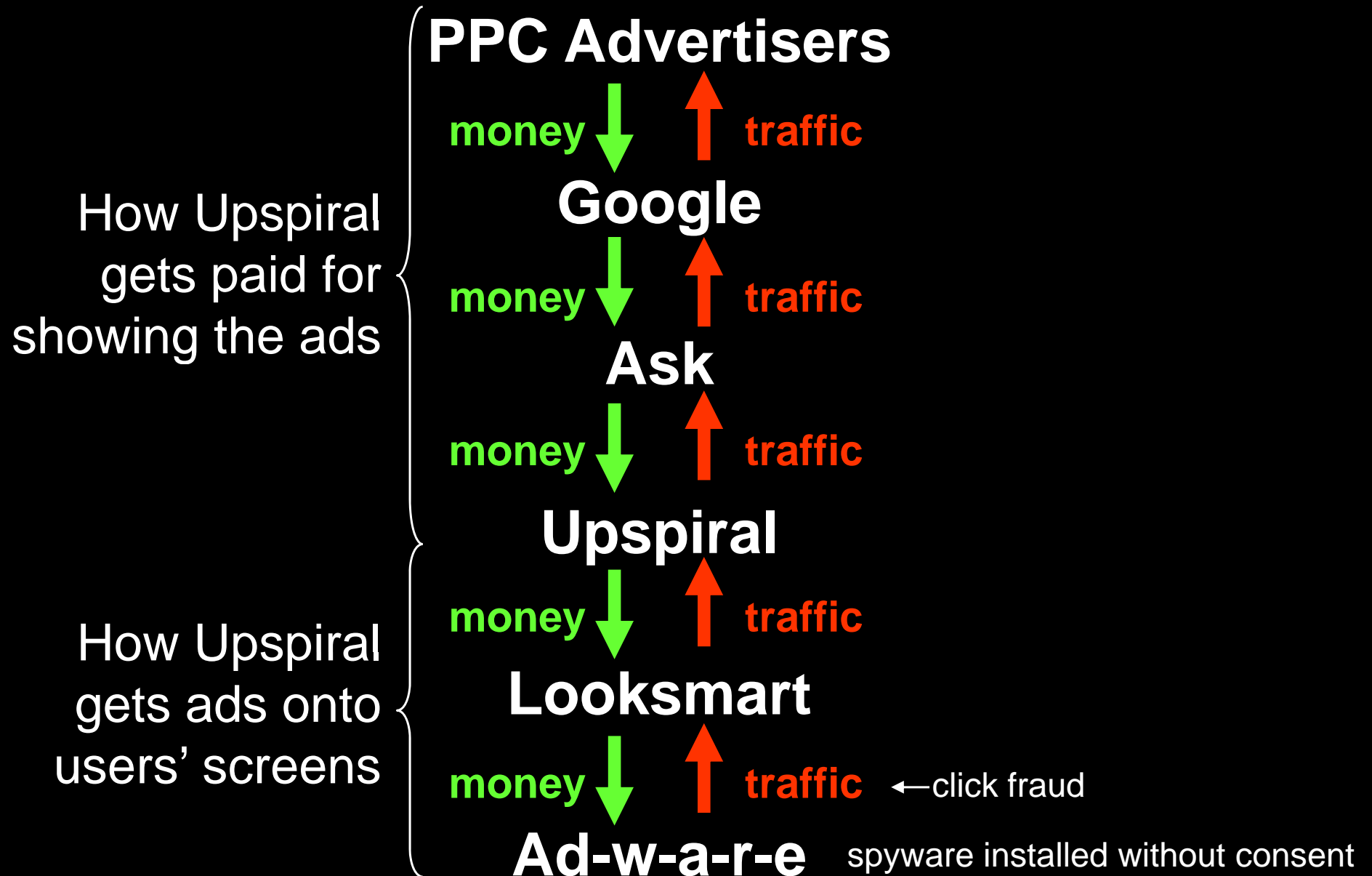
[Help Your Marriage](#)
Online program for married couples to help improve their marriag...
<http://Marriage.eHarmony.com>

[Fix Your Marriage](#)
Marriage Counseling Alternative. Get Free Advice Immediately
<http://www.YourMarriageFitness.com>

Start Internet

Registering for ... Please Visit Our ... I Got My Free Gi... UpSpiral - Mic... 4:18 PM

Ad-w-a-r-e Showing Google Ads



Inflating CPC conversion rates

Feb '09

File Edit View Favorites Tools Help



mywebsearch™

www.dell.com

Search

Ask.com

Google

Yahoo!

[Search Results](#)[News](#)[Images](#)

Search took 0.14 sec

Sponsored Links

[Www Dell Com Official Site](#)

Shop Dell.com For Home & Office PCs & Laptops w/ Intel Technology!

[DELL.com](#)[Printer Ink Cartridges](#)

Save on Ink cartridges for 720, 920, 922, 924

[www.abacus24-7.com](#)[Repair your computer:](#)

Fix Errors: your computer: Free Download For your computer:

[Dell.com.Updates-Fast.com](#)[Ink Cartridge Ordering](#)

Find discount printer ink for your Printer Here. Ink & Supplies

[InkIsland.com/Dell-Supplies](#)

Narrow Your Search

[Dell](#)[Dell Support](#)[Discount Dell Computers](#)[Dell History](#)[Dell Inc](#)[Dell Coupons](#)[Used Dell Computers](#)[Dell Inspiron](#)[Dell Home Page](#)[Dell Computer Corporation Profile](#)[More...](#)

Done

Internet


Start

Search - Microsoft Int...

2:24 PM

Feb '09

WhenU Offer - Microsoft Inter

File Edit View Favorites To
Back Forward Stop Reload
Address  http://offers.whenu.com

A Christian Filtered for

We remove porno at server before it enters your home.

www.TrueVine.net

High Speed Internet Access

Find High Speed Internet Access. Get Info On High Speed Internet.

Internet-Web-Directory.com

Order Comcast High Speed

\$100 Cash Back, Free Wireless Modem Only \$19.99/mo. for 3 Months!

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




This offer is from
[Click here](#) or call to

Any questions? [Click here](#) or call toll-free customer service: 1-866-WHENU-11

Opening page <http://servedby.pr>

Start     Special Offer

 4:52 PM

WhenU-Google Relationship

Google Advertisers e.g. Verizon

money ↓ ↑ traffic

Google

money ↓ ↑ traffic

Infospace

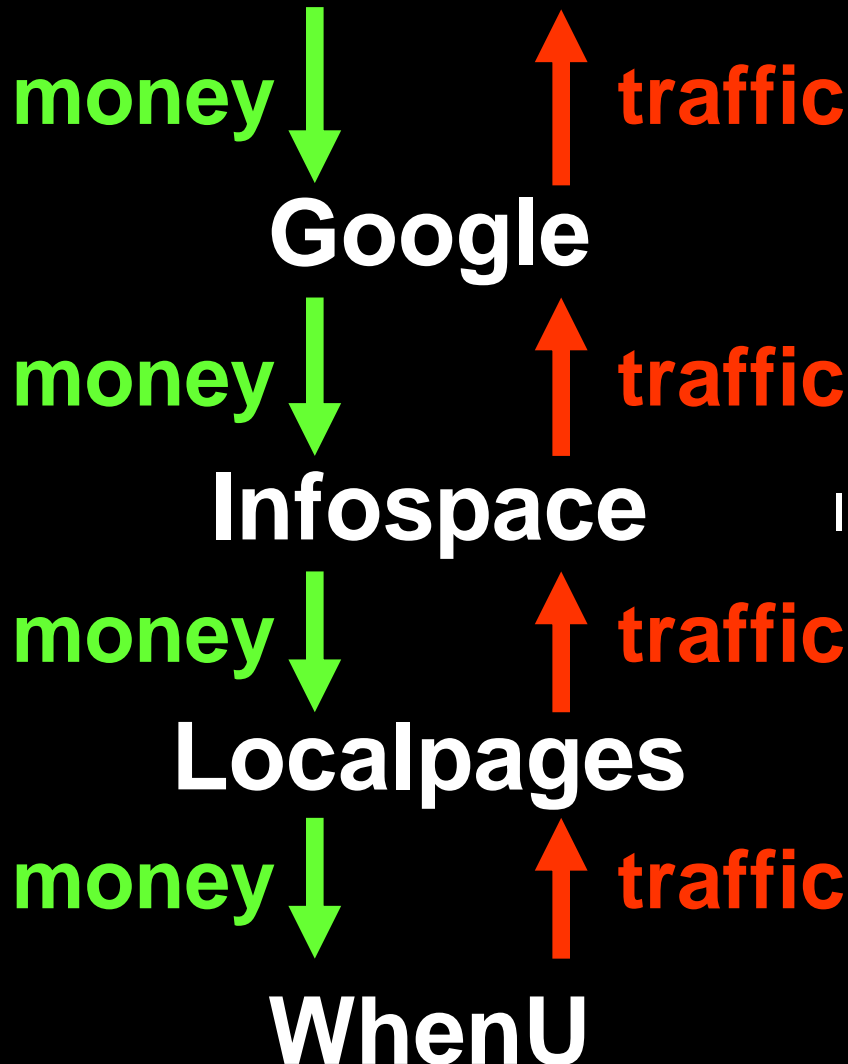
Idearc Media / Superpages

money ↓ ↑ traffic

Localpages

money ↓ ↑ traffic

WhenU



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.

Protecting CPC advertisers

- Click-fraud detection services
- Contract & insertion order specificity
 - Limit syndication and subsyndication
 - Identify and reject improper placements
- Pay per conversion, not per click

Paying per conversion

Negotiation Genius - Buy the Book - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.negotiationgenius.com/5.html> Go McAfee SiteAdvisor

Negotiation Genius

The Book

The Authors

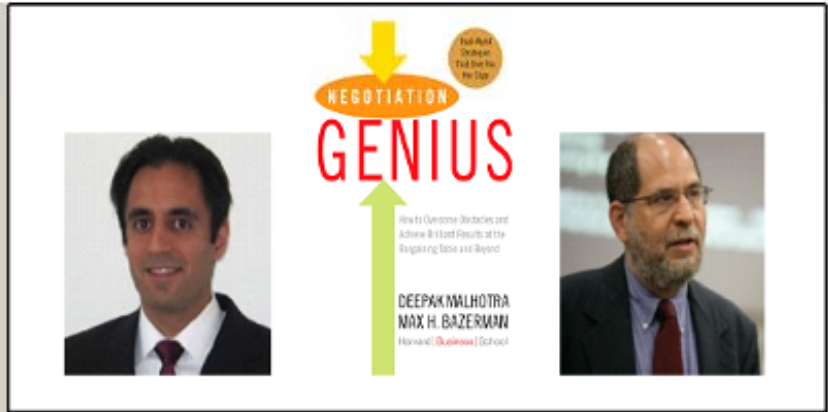
Our Approach

Chapter Descriptions

Reviews

[Buy the Book](#)

Contact



HARDCOVER

[Buy Now at Amazon](#)

[Buy Now at A1Books](#)

[Buy Now at Barnes & Noble](#)

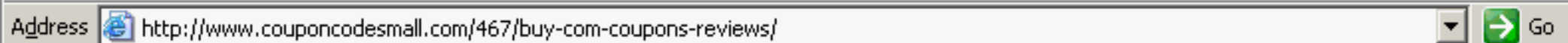
Done Internet

Affiliate earns commission if ...

- User requests affiliate web site
- User clicks affiliate's link to merchant /and/
- User makes a purchase


→ Merchant can safely partner with anyone?


CPA / affiliate fraud



May08

Buy.com Coupons & Reviews

 Retailers

 Stumble it!

SEARCH & FIND WHAT

Search

Search

TOP STORES COUPO


- 00InkJets Coupons

px?adid=
d=&
Series Coupo
Weeks Coupons
Network Coupons

```
<iframe SRC="http://affiliate.buy.com/gateway.aspx?adid=17662&#038;aid=10389736&#038;pid=2705091&#038;sid=&#038;sURL=http%3A//www.buy.com/" WIDTH=5 HEIGHT=5 frameborder="0" scrolling="no">
```

09-09-2008, 08:11 PM

#41 (permalink)

SecretShopperxy 


Deal Seeker

Join Date: Sep 2008

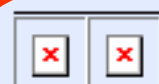
Posts: 7

Re: Points2Shop - Shop For Free at Amazon.com

Quote:

Originally Posted by **somerset1106** *Are there any other sites like this?? I'm trying to compare em all it's a headache lol.*

Ditto. I am still researching some other sites that are similar. If I find out any information I will keep ya posted. In the meantime, I am going to sign up.



Coming to a store near you!



09-11-2008, 02:30 PM

#42 (permalink)

dem 1481 

Join Date: Aug 2007

←

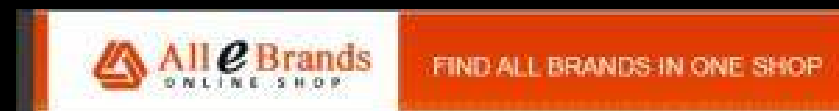
→GET /img16.jpg HTTP/1.1 ...
Host: www.avxf.com

←HTTP/1.1 302 Found ...
Location: http://secure.hostgator.com/cgi-bin/
affiliates/clickthru.cgi?id=dsp1cmnt01 ...

→GET /img17.jpg HTTP/1.1 ...
Host: www.avxf.com

←HTTP/1.1 302 Found ...
Location: http://www.amazon.com?...&tag=qufrho-20

→ 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 ...

← ...

McAfee

<iframe src='http://click.linksynergy.com/link?id=0v83T/v4Fsg&offerid=144797.1&subid=0' width='0' height='0'>

Microsoft OneCare 3&

<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'>

Symantec

BLOCKBUSTER Movies

General FAQs

[How long does it take to
another DVD once a DVD
been checked in?](#)

[What are the different
BLOCKBUSTER Online®
plans and prices?](#)

[Can I return my online rent
DVDs to my local
BLOCKBUSTER® stores?](#)

[How many DVDs can I re
each month with
BLOCKBUSTER Online®?](#)

[Will BLOCKBUSTER® c
me for movies that have](#)

Blockbuster Online - Registration - Microsoft Internet Explorer



BLOCKBUSTER TOTAL ACCESS

\$9.99 for the first month

HOW IT WORKS:

SELECT MOVIES

Make a list online from over 70,000

Registration

This ad served by Zango software downloaded through Zango.com. Click here to learn more.

→ POST /showme.aspx?&SID=XEHON...&CD=www.blockbuster.com
&keyword=%2eblockb%2aster%2ecom+%2eblockbu%2ater%2e...
Host: tvf.zango.com ...

← HTTP/1.1 200 OK ...
ad_url: .. http://ads.roundads.com/ads/clickcash.aspx
keyword=.blockbuster.com>
 ...

→ GET /ads/clickcash.aspx?keyword=.blockbuster.com ...
Host: ads.roundads.com ...

Performics / Google Affiliate Network

← HTTP/1.1 301 Moved Permanently
Location: http://clickserve.cc-dt.com/link/tplclick?
lid=41000000005307215&pubid=21000000000063579&mid=...

→ GET /link/tplclick?lid=41000000005307215&pubid=2100...
Host: clickserve.cc-dt.com ...

← HTTP/1.1 302 Found ...
Location: https://www.blockbuster.com/signup/rp/reg...

Affiliate earns commission if ...

- ~~User requests affiliate web site~~
- ~~User clicks affiliate's link to merchant~~ /and/
- User makes a purchase sometime after
 - Visiting a web page
 - Visiting a discussion forum
 - Seeing a banner ad /or/
 - Becoming infected with spyware/adware



Guarding CPA campaigns

- Know your affiliates.
- Question your affiliate network.
 - Hold your network accountable for its shortfalls.
- Do not assume perfection or infallibility.

Every payment system is targeted

- Pay per impression
- Pay per click
- Pay per sale / ad valorem

Why advertising fraud?

- Strong financial incentives
 - Pay is in USD
- Easy pseudonymity
- Limited investigations of partners
- Limited incentives to uncover fraud
 - Ad agencies  “10% of spend”
 - Ad networks
 - Affiliate managers  “10% of year-over-year growth”
- Limited actions to obtain restitution

What is being done

- Nothing / cost of doing business
- Revising *Terms & Conditions* rules
- Auditing
- Litigation
- Compare ad networks based on quality

What more could be done

- Demand repayment. Sue. (Feasible?)
- Push back on ad networks' one-sided T&C's.
- Pay more slowly → penalties when caught

Typosquatting

Exploring typosquatting

- Start with top .COM's.
- Compute Levenshtein distance between top .COM's and all registered domains.

(with Tyler Moore, postdoctoral fellow,
Harvard Center for Research on Computation and Society)

- Count insertions, deletions and substitutions.
- CARTOONNETWORK – CARTOONNECTWORK
 - Levenshtein distance: 1 (one insertion)
- CARTOONNETWORK – CARTOON-NETWOTK
 - Levenshtein distance: 2 (one insertion, one substitution)

Sponsored Listings

(0.350321 seconds)

[Cartoon Network Games](#)

Save on Toys & Games Compare & Buy from 1000s of Stores
[www.Shopping.com](#)

[Cartoon Network Games](#)

Unlimited Free Online Games Play 1000s of Free Cartoon Games
[www.mygames.cc](#)

[Disney Personal Checks](#)

Designs With Pooh, Tinker Bell, Mickey & More! Order Checks Here.
[DesignerChecks.com](#)

[Mickey Mouse Cartoon](#)

Join Disney @ Movie Club and Get 4 Movies at \$1.99 Each- Free Shipping
[DisneyMovieClub.Go.com](#)

[Cartoon Network](#)

Huge selection of Cartoon Network items.
[Yahoo.com](#)

Related Searches

[Games on Cartoon Network](#)
[Cartoon Network Tom and Jerry](#)
[Cartoon Network Star Wars](#)
[Ben 10](#)
[Cartoon Net Work Games](#)
[WWW Cartoon Games.com](#)
[WWW Cartoonnetwork Con](#)
[Cartoonnetwork Website](#)
[Boomerang from Cartoon Network](#)
[Cartoon Network Teen Titans](#)



Related Searches: Wwww cartoon network games com | Cartoon networks | Cartoonnetwork | The cartoon network |
Cartoon network play games | Cartoon network play | Cartoon network home | Cartoon network games com | Cartoon Network TV |
Cartoon Network |

CARTOONNETWOIRK.COM

 Search

Language: English

Sponsored listings

[Cartoon Network Games](#)

Save on Toys & Games Compare & Buy from 1000s of Stores

www.Shopping.com

[Disney Cartoon](#)

Join Disney® Movie Club and Get 4 Movies at \$1.99 Each- Free Shipping

DisneyMovieClub.Go.com

[Cartoon Network Games](#)

Unlimited Free Online Games Play 1000s of Free Cartoon Games

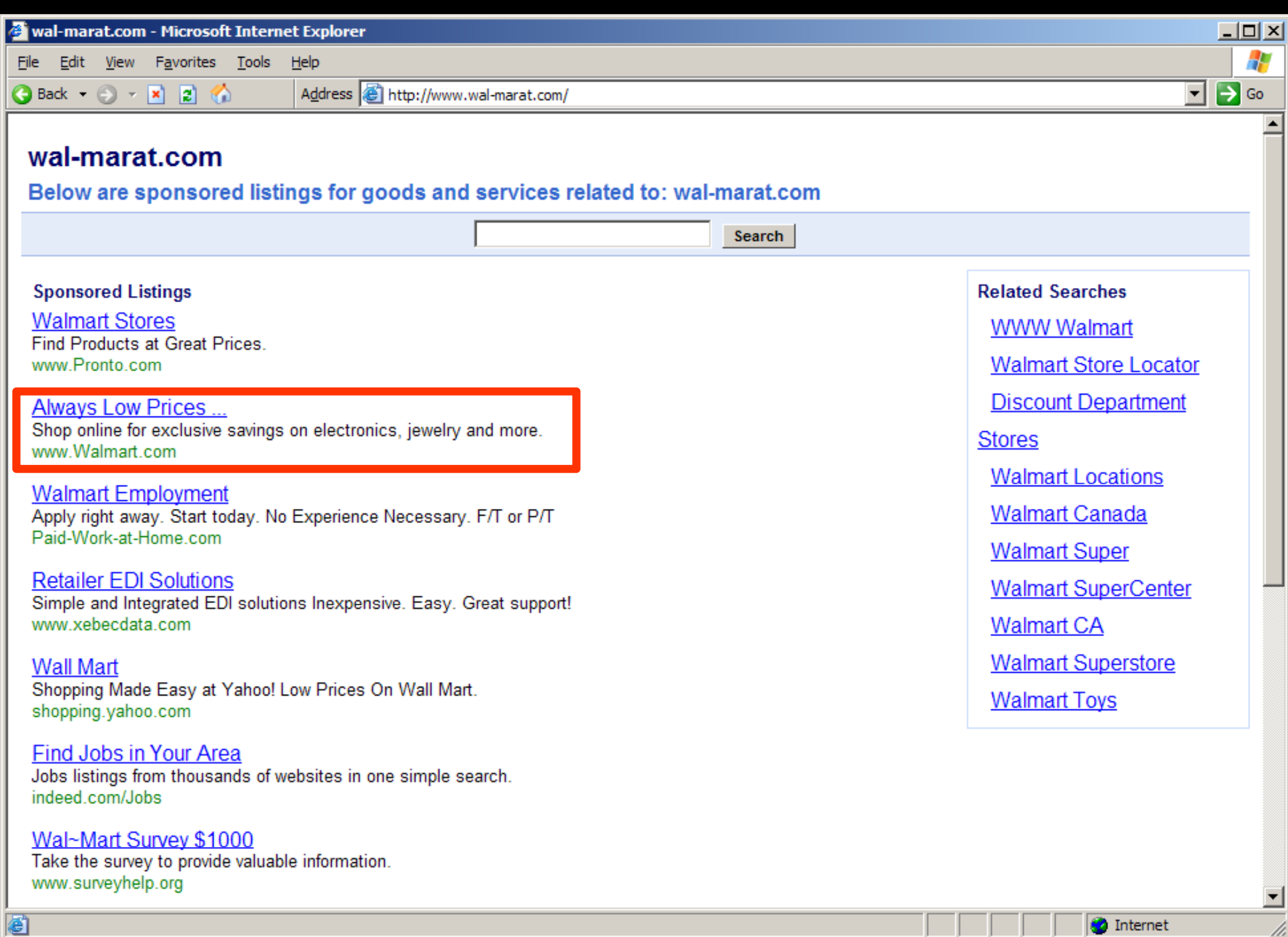
www.mygames.cc

RELATED SEARCHES

- Wwww cartoon network games com
- Cartoon networks
- Cartoonnetwork
- The cartoon network
- Cartoon network play games
- Cartoon network play
- Cartoon network home
- Cartoon network games com
- Cartoon Network TV
- Cartoon Network



WWWCATOONNETWORK	CARNTOONNETWORK	CARTONNNNETWORK	CARTOONNECWORCK	CORTOONNETWORK
CARTOONNETWOUK	CARTOONNETWAORK	CARTONNETHORK	CARTOONETUORK	CATOONNETWORK
CARTOONNBETWORK	CARTOONNEIWORK	CATOONNEWORK	CARTOONNEWORKS	CARTOONNETWREK
CARTOONNETTORK	CARTO0ONNETWORK	CATOONNERWORK	CARTOONNEWTWORK	CARTOONNETWORKNY
CARTOONNECWORK	CZRTOONNETWORK	CARTOONNECWORT	CARTOONNETWUOR	CARTANNETWORK
CARTOONNECTWORK	CARTOONNETWURK	COURTOONNETWORK	CATOOONNETWORK	CARTOON-NETWORLK
CARTOOWNNETWORK	CXARTOONNETWORK	CARTOONNTWOR	CARTOON-NETEWORCK	CARTOONNAPWORK
CARTOONNCTWORK	CARLOONNETWORK	CARTOONNETWOON	KARTOONNETUORK	YACARTOONNETWORK
CARTOONNETWORKS	CARTOONOETWORK	CARTONNNNETWORK	CARTOONNEDWORCK	CARTOON-NWTWORK
CARTOONNETWORKR	CAWTOONNETWORK	CARTOONNETWORKER	CARTOONNEWRK	CARTOONNECTWOR
CARTOONNETWORKQ	CARTOONNETVORK	CARTTOONNEKWORK	CATOONENETWORK	CARTOONNEKWERK
CARTOONNETWORK0	CAUTOONNETWORK	CARTOONNETWORD	CARTONNETWORKS	CARTTOONNETWORK
TARTOONNETWORK	CARTOONNETKORK	CARTOONNETWORKS	CARTOONNETWOTRK	CARTTOONNETWOK
CARTOONNETWOOK	CARTOONNETWOCK	CARTOONNEWARK	CARTTONNETWOORK	CERTOONNETWORK
CARTOONNEKWORK	CALTOONNETWORK	CARTOOONNETWORKD	CARTONNETEWORK	CRTOONNETWORK
CARTOOUNETWORK	CAROTOONNETWORK	CARTOONNETWO	CATOONNETWORK	CATOONNETWORKW
CARTOONNEBWORK	CARTOONNEKVORK	CARTOONNEWOTK	CARCHOONNETWORK	CATOONNETWORD
CARTOONNETXWORK	COATOONNETWORK	CARTOONNETWORKFR	CARTOONNETWORKPL	CORTOONNETWORD
CARTOONRETWORK	CARTONBETWORK	CERTOONNETWORK	CATYOONNETWORK	CATNOONNETWORK
CARTOONNETWOTRK	CSRTOONNETWORK	CARTOONENETWORKE	COTOONNETWORK	KARTOONNETWOORK
WWWCARTOONNETWORK	CORTOONNECWORK	KARTONNETWORK	CARTOON-NEWORK	CARTONNETWORKKL
CVARTOONNETWORK	CARTOONNEWWOR	CARTOONNEDWORT	CARTOONNETWOM	CARTOONENWORK
CARTOONNETWOTK	CATOONNETORK	CARTOONNEDWORC	CARTOONNETWOC	CARTOONNETWERT
CARTOOTNNETWORK	CARTONNETGORK	CARTOONNEDWORD	CARTOOMNETWORKCK	CARTOONNOKWORK
CARTOONNETGORK	CARTOONNECWORD	CARTOONNAKWORK	CARTOONNEKWARK	CARTTOONNETWORD
CARBOONNETWORK	CARTOONNETVOR	CARTTOONMETWORK	CORNTOONNETWORK	CARTOONNETROWK
CARTWOONNETWORK	CARTOONNATVORK	CORTOONNETWORK	CARTOONNETORG	CATOONNNETWORK
CARTOONNETWIORK	CARTONNWTWORK	CORTOONNETWOK	CARTTOOONNETWORK	CARTOON-NETWOTK
CARDOONNETWORK	CORTOONNRTWORK	CARONNETWORK	ACRTOONNETWORK	CARTOONNETOK
WWWICARTOONNETWORK	CARTONNETORK	CARTONNETLORK	CARTOONETORK	CARTONNETWORKK
CAPTOONNETWORK	CARTOONUTWORK	CARTTTTONNETWORK	CARNTOONNETWORK	CARTOONNETWORKIT
CARTOONDNETWORK	CARTOONNETUORD	CAROONTNETWORK	CAARTONNETWORK	CARTOOETWORK
CARTOONSNETWORK	CARTOONNETUORC	ACARTOONNETWORK	CARTONNTWORK	CARTOON-NITWORK
CARTOONNETWOKK	CRTOONNEKWORK	CATOORNNETWORK	CATTOONNETWORK	WWWCARTOONNETWORKHQ
CARTOONNETWOYK	CARTOPONETWORK	CARTOONNECWOK	CARTOON-NETWORKK	CROTOONNETWORK
CARTOPNNETWORK	CARTOONNETWOARK	CORTOONNETWORK	CARTOON-NETWORKE	CARTONNETWORK
CURTOONNETWORK	CARTOOONNETWOORK	COARTOONNETWORK	CARTOON-NETWORKS	CARTOONECWORK
CARTOONNETYWORK	CARTOON-NERTWORK	CARTOONNEETWORT	WWWCARTOONNETWORKLA	CARTOONNETGUORK
CARTOONNET5WORK	CARTOONNETWOR	CARTOOONNETWOK	CARTOONNEWORS	CARTOOMMETWORK
CARTOONNETWOARK	WWW-CARTOONNETWORK	CARTOON-NETWOR	CARTOONNTORK	CARTONNERTWORK
CARTOONNETUWORK	CARTOONNEXWOR	CARTONNEDWORK	CARTOONNEDWOR	VARTOONNETWORK



wal-marat.com

Below are sponsored listings for goods and services related to: wal-marat.com

Search

Sponsored Listings

[Walmart Stores](#)

Find Products at Great Prices.

[www.Pronto.com](#)

[Always Low Prices ...](#)

Shop online for exclusive savings on electronics, jewelry and more.

[www.Walmart.com](#)

[Walmart Employment](#)

Apply right away. Start today. No Experience Necessary. F/T or P/T

[Paid-Work-at-Home.com](#)

[Retailer EDI Solutions](#)

Simple and Integrated EDI solutions Inexpensive. Easy. Great support!

[www.xebecdata.com](#)

[Wall Mart](#)

Shopping Made Easy at Yahoo! Low Prices On Wall Mart.

[shopping.yahoo.com](#)

[Find Jobs in Your Area](#)

Jobs listings from thousands of websites in one simple search.

[indeed.com/Jobs](#)

[Wal-Mart Survey \\$1000](#)

Take the survey to provide valuable information.

[www.surveyhelp.org](#)

Related Searches

[WWW Walmart](#)

[Walmart Store Locator](#)

[Discount Department](#)

[Stores](#)

[Walmart Locations](#)

[Walmart Canada](#)

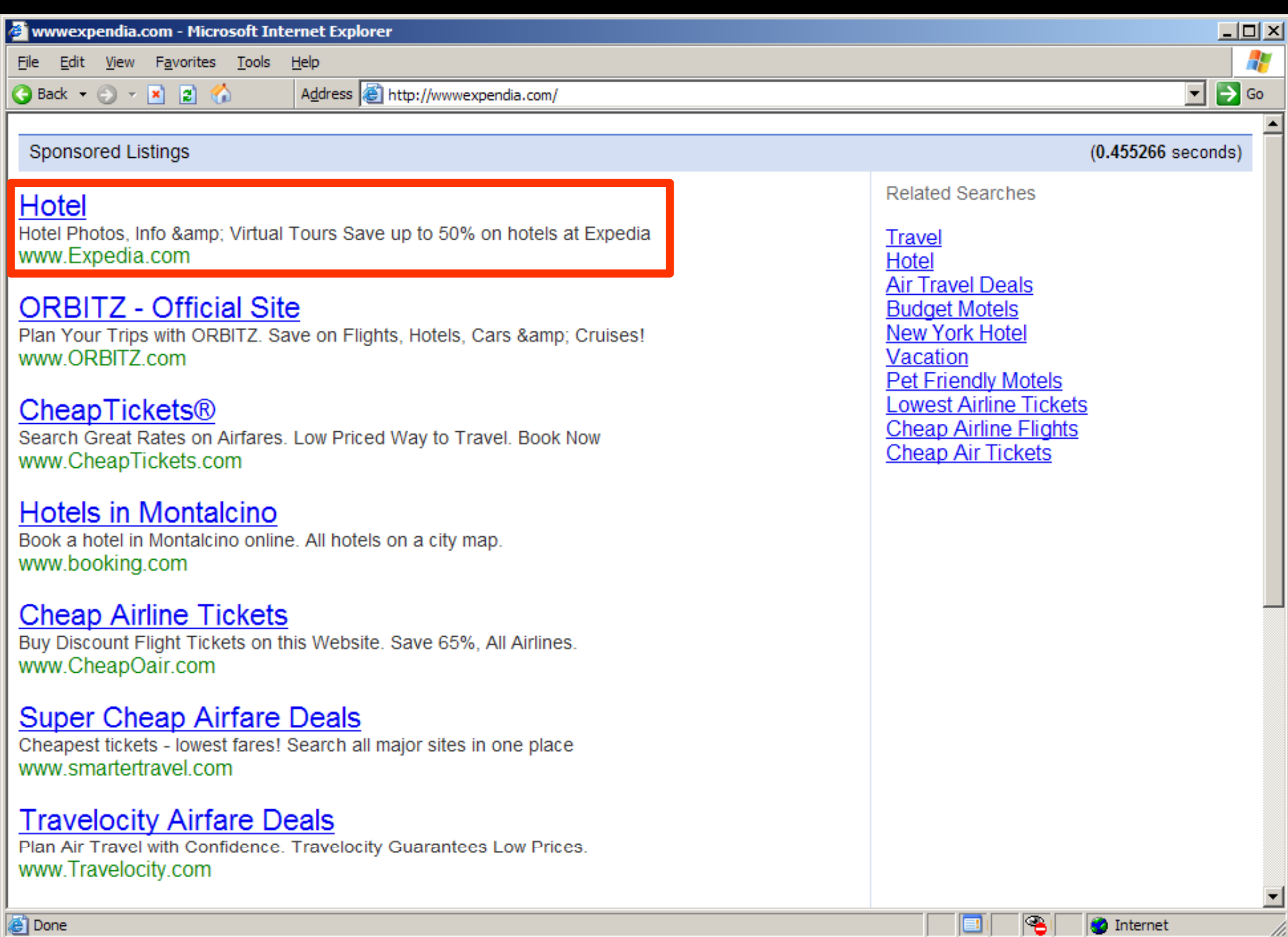
[Walmart Super](#)

[Walmart SuperCenter](#)

[Walmart CA](#)

[Walmart Superstore](#)

[Walmart Toys](#)



Sponsored Listings

(0.455266 seconds)

[Hotel](#)

Hotel Photos, Info & Virtual Tours Save up to 50% on hotels at Expedia
www.Expendia.com

[ORBITZ - Official Site](#)

Plan Your Trips with ORBITZ. Save on Flights, Hotels, Cars & Cruises!
www.ORBIZ.com

[CheapTickets®](#)

Search Great Rates on Airfares. Low Priced Way to Travel. Book Now
www.CheapTickets.com

[Hotels in Montalcino](#)

Book a hotel in Montalcino online. All hotels on a city map.
www.booking.com

[Cheap Airline Tickets](#)

Buy Discount Flight Tickets on this Website. Save 65%, All Airlines.
www.CheapOair.com

[Super Cheap Airfare Deals](#)

Cheapest tickets - lowest fares! Search all major sites in one place
www.smartertravel.com

[Travelocity Airfare Deals](#)

Plan Air Travel with Confidence. Travelocity Guarantees Low Prices.
www.Travelocity.com

Related Searches

[Travel](#)

[Hotel](#)

[Air Travel Deals](#)

[Budget Motels](#)

[New York Hotel](#)

[Vacation](#)

[Pet Friendly Motels](#)

[Lowest Airline Tickets](#)

[Cheap Airline Flights](#)

[Cheap Air Tickets](#)

Exploring typosquatting

- Of typosquatting domains showing syndicated PPC ads, 75.9% were monetized through Google.
- Self-targeted advertising is widespread.

% of Google-monetized typosquatting domains showing self-targeting ads

Expedia	22%
Microsoft	11%
Adultfriendfinder	53%
Walmart	13%

Vulcan Golf et al. v. Google et al.

- Plaintiffs: Trademark holders who suffered from typosquatting
- Defendants: Oversee, Sedo, Dotster, Internet Reit, Google

Decision on Motion to Dismiss

- Refused to dismiss ACPA claims
 - even as against Google
 - “registered, trafficked in, or used”
- Refused to dismiss Lanham Act claims
 - knowledge
 - innocent infringer
- Other claims kept in: False designation of origin, dilution, contributory infringement, vicarious infringement

Decision on class certification

- Denied
 - Question of ownership of the marks at issue
 - Question of presumption of distinctiveness of class members' marks
- We are proceeding with the case on behalf of the four named plaintiffs on an individual basis.

Fighting typosquatting

- Where does litigation go from here?
- Research (with Tyler Moore, postdoctoral fellow, Harvard Center for Research on Computation and Society)
 - Which kinds of sites are targeted?
 - Kids sites
 - E-commerce sites
 - Hard-to-spell sites
 - Which registrars?
 - Which nameservers?
 - How much churn/tasting?
 - Which parkers are worst?
 - Which ad services? How much self-targeting?

My bottom line

- You have what they want.
 - Reputation == traffic == money
 - Ad spending == money
- Limited incentives to prevent fraud.
 - Intermediaries create diffusion of responsibility.
 - Many perpetrators - hard to know where to start.
 - Small harm to many victims (even corporate victims).
 - Mixed internal/staff incentives.
- Easy to look the other way.
- Growing problem as economy worsens and fraudsters get more sophisticated.