Problems → Solutions
Installation Methods
Claria ActiveX Installers

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April 2005

Security Warning

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November 2005
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(Last Revised November 15, 2005)

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FREE TRIAL (Offer Details)
- Free Shipping - Both Ways
- No Late Fees - Keep DVDs as long as you want
- Over 55,000 Titles - Classics to new releases
- Cancel anytime

Start Now

March 2006
Understanding the Chain of Redirects - Netflix


2. `http://url.cpvfeed.com/cpv.jsp&distID=999%7C86%7C0%7C0%7CTBONINST.EXE...&url=http%3A%2F%2Fwww.blockbuster.com%2F+blockbuster.com&context=Blockbuster+Online`


5. `http://click.linksynergy.com/fs-bin/click?id=RJq7iIK2Foo&offerid=83731.10000067&type=3&subid=0&u1=11371`

6. `http://click.linksynergy.com/fs-bin/swat?lsnsig=y0eGHolUwAs&id=RJq7iIK2Foo&offerid=83731.10000067&type=3&subid=0&u1=11371`

Netflix Promoted by Lengthy Chain

Netflicks

money down

LinkShare

money down

Azoogol

money down

MyGeek

money down

Direct Revenue

money down

traffic up

traffic up

traffic up

traffic up
**Ordinary Yahoo PPC Ads**

![Screenshot of a Yahoo search results page with sponsored ads for Dell, CircuitCity, and other computer-related products.]
180solutions Serving
Google AdWords Ads

PPC Advertisers

money \rightarrow \text{Google}

money \rightarrow \text{4,600+ URLs} \hspace{1cm} (as of June 2005)

money \rightarrow \text{180solutions}

\text{traffic} \rightarrow \text{Google}

\text{traffic} \rightarrow \text{4,600+ URLs}

\text{traffic} \rightarrow \text{180solutions}
Direct Revenue Showing Yahoo Network Ads

The largest selection of car dealership resources across the United States. It shouldn’t be hard to find a car dealership and the vehicle you’re looking for. The way dealerships are set up, they have a vested interest in getting you to pick a car from them. This network of dealerships listed by city makes the whole process of finding a car dealership easy. Choose from the resources listed to find a dealership in your city that is right for you.

Arrowhead Honda...
Click here to save $200 and take a free online virtual test drive. The...
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F&I Central - Free...
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Description | Best Deals
-------------|-------------
Sedan, Coupe / Hatchback, Mazda, 2006

January 2006
Yahoo Click Fraud via 180solutions, Nbcsearch, Ditto, and Yahoo Overture

March 2006
Understanding the Redirects – Yahoo Click Fraud

1. POST /showme.aspx?keyword=2esmartbargains2ecom+... Host: tv.180solutions.com

2. GET /metricsdomains.php?search=smartbargains.com Host: popsearch.nbcsearch.com

3. HTTP/1.1 302 Found Location: http://ww2.ditto.com/red.php?mc=T2FgSdHBNM2Bg2%22...

4. GET /red.php?mc=T2FgSdHBNM2Bg2%2B3AyiyVWsqV5cRprOptbkiRRrZ... Host: ww2.ditto.com

5. HTTP/1.1 302 Found Location: http://ww24.overture.com/d/sr/?xargs=15KPjg1%2DpSgJXyl%5FruNLbXU6TFhUBPycz2tpk%5...

6. GET /d/sr/?xargs=15KPjg1%2DpSgJXyl%5FruNLbXU6TFhUBPycz2tpk%5... Host: www24.overture.com

7. HTTP/1.1 302 Found Location: http://www.smartbargains.com/default.aspx?aid=47&t...
Failure to disclose that these are sponsored links
SideFind Serving Yahoo PPC Ads

PPC Advertisers

money ↓  traffic ↑

Yahoo (Overture)

money ↓  traffic ↑

81.201.104.136

money ↓  traffic ↑

trafficengine.net

money ↓  traffic ↑

SideFind
Policy Prescriptions
Policy Prescriptions

- Disclosures of *material* effects
  - “Popup ads” versus “ads”
  - Privacy effects
  - Secondary disclosures contrary to primary “hook”

- Advertiser responsibility & liability

- Ad network liability
  - Contractual liability (to advertisers)
  - Harms to consumers; funding bad actors