Advertisers’ Rights in the Online Economy
Intro

• Me
• My work with advertisers, agencies, networks
• My work with Microsoft
Advertisers’ Rights

• The right to know where your ads are shown
• The right to know how much each placement costs, how fees are computed
• The right to use your own data as you see fit
• The right to resolve disputes fairly and transparently
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
Investigator’s tools

- Testing PC
- Network hub
- Network monitor / “packet sniffer”
- Monitoring PC
- Internet
Paying per click
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
- 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]

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
Click fraud
Syndication fraud
Inflating CPC conversion rates
Smiley Central
A world of fun. All in one toolbar.

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!

Click Here!

Please read carefully. By clicking the "Click Here" button above and downloading Smiley Central, I accept and agree to abide by the End User License Agreement.
You must have Flash player and JavaScript enabled.

Check Out What's Playing This Month

MOVIES

PAY-PER-VIEW

slumdog millionaire
BRIDAL WARS
BOLT

See all movies

Get Digital Cable TV & High-Speed Internet for only $65.94/mo

NFL NETWORK FANS GET RCN®

NFL NETWORK IN HD
LEARN MORE®

Custom
Learn about
Boston and
Comcast Business Services
With Comcast Business Class You Save At Least 22% Over Competitors
www.comcastbusinessservices.com

Comcast® High Speed Offer
Get Comcast Internet for Only $19.99 a Month for 6 Months!
www.comcast.com

High Speed Internet
$325 Cash Back & Free WiFi Router Comcast High Speed Internet Access
www.ComcastSpecial.com

Internet & TV - $49/mo
For 6 Months. Free HBO for 3 months Starz just $6.95/year with RCN!
www.RCN.com

Road Runner Internet
From $34.95/Mo. for 12 Months. No Contract. Free Wireless Modem!
www.RoadRunnerOffers.com

Any questions? Click here or call toll-free customer service: 1-866-WHENU-11
WhenU-Google Relationship

Google Advertisers e.g. RCN

money ↓ traffic ↑

Google

money ↓ traffic ↑

Infospace Idearc Media / Superpages

money ↓ traffic ↑

Localpages

money ↓ traffic ↑

WhenU
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“In reply to your traffic quality complaint – [network name] (CPC buy):
Situation: 3 instances of spyware traffic
Impact: 306,773 impressions served (106 clicks)
Recourse: Provided a credit for all clicks ($90)
Actions Taken: Offending partners have been removed from [network name]”

(adapted from an actual reply from a network)
“The AdWords pricing system also ensures that you never overpay: the winning bid is always reduced to one cent more than the next highest competitor's bid.”

-Google AdWords Help
Other Opacity

- Minimum first-page bid → $500??
- Claiming ad won’t be shown, bid must be raised, when in fact ad is shown just fine.
- Quality score – where does it come from?
- ...

...
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AdWords API Terms & Conditions

**Inputs Fields.** The AdWords API Client must not show in the same area of a page, or otherwise visually or functionally associate, any input fields for collecting or transmitting AdWords API Campaign Management Data with the content of Third Parties or input fields for transmitting data to Third Parties. An AdWords API Client must not (a) use the same input field to collect data that will be used for both AdWords and also for a Third Party advertising network, or (b) use input fields which are visually adjacent to input fields for a campaign on a Third Party advertising network.

**Functional Separation.** Any information collected from an input field used to collect AdWords API Campaign Management Data may be used only to manage and report on AdWords accounts. Similarly, any information or data used for AdWords must have been collected from an input field used only to collect AdWords Data. For example, the AdWords API Client may not offer a functionality that copies data from a non-AdWords account into an AdWords account or from an AdWords account to a non-AdWords account.

**Campaign Management Data Storage.** All AdWords API Campaign Management Data must be stored separate from Third Party advertising network data. Additionally, AdWords API Campaign Management Data may not be stored in a manner that is associated (through relational data structures, links or otherwise) with Third Party advertising network data.
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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.
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More examples: www.benedelman.org