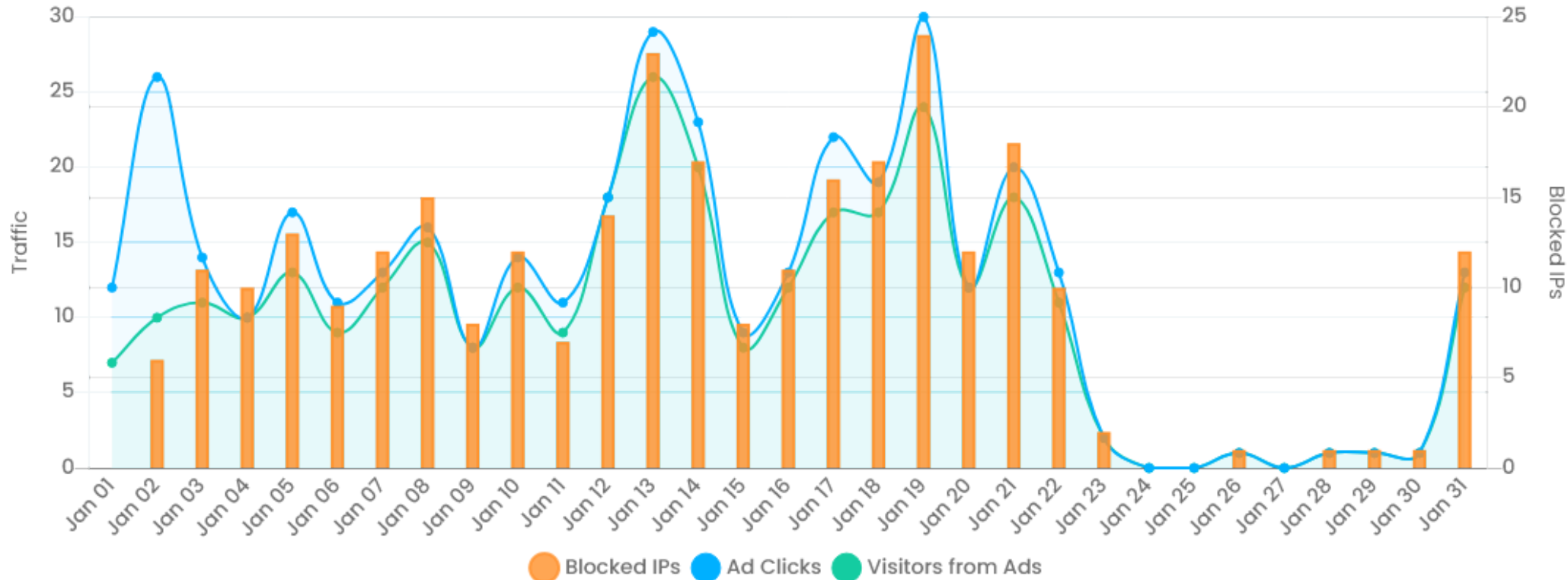


# ClickCease Monthly Report for [artisanserrurier.lu](http://artisanserrurier.lu)

January 1 - January 31



# Visitor & Click Analytics



This graph shows the trend for the 3 main KPIs: visitors from ads, clicks, and blocked IPs.

On **Jan 13** and **Jan 19** there was more than twice the amount of fraud detected than the average for the month. There was an unexpected spike in fraud during this period. ClickCease has detected the attack and blocked the IPs involved.

# Analytics

## Ad Clicks

379

Total paid ad clicks between **January 1** and **January 31**.

## Detected IPs

291

Between **January 1** and **January 31**, **291** IPs have been detected and blocked from your Google Ads campaigns.

## Detection Rate

76.8%

Represents the percentage of total ad clicks that have been blocked for being fraudulent.

## Savings

€6,347

ClickCease has blocked **€6,347** worth of fraudulent traffic during this period. This money can now be spent on genuine traffic going forward.

ClickCease improved your ad Spend by generating **76.8%** cleaner traffic for **artisanserrurier.lu**. This will result in an increase in genuine clicks that will boost the performance of your ad campaigns.

# Detected IPs

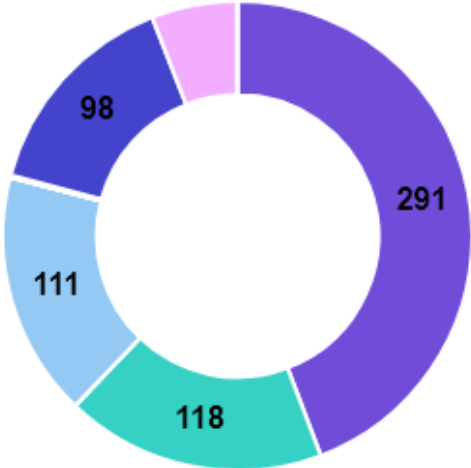
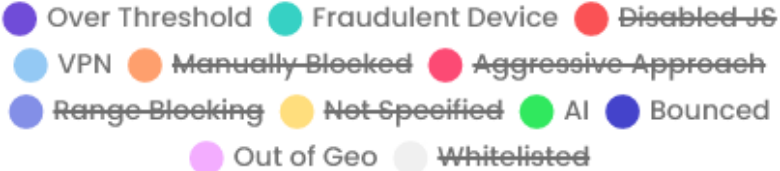
## Top reasons for blocked IPs:

### Over Threshold

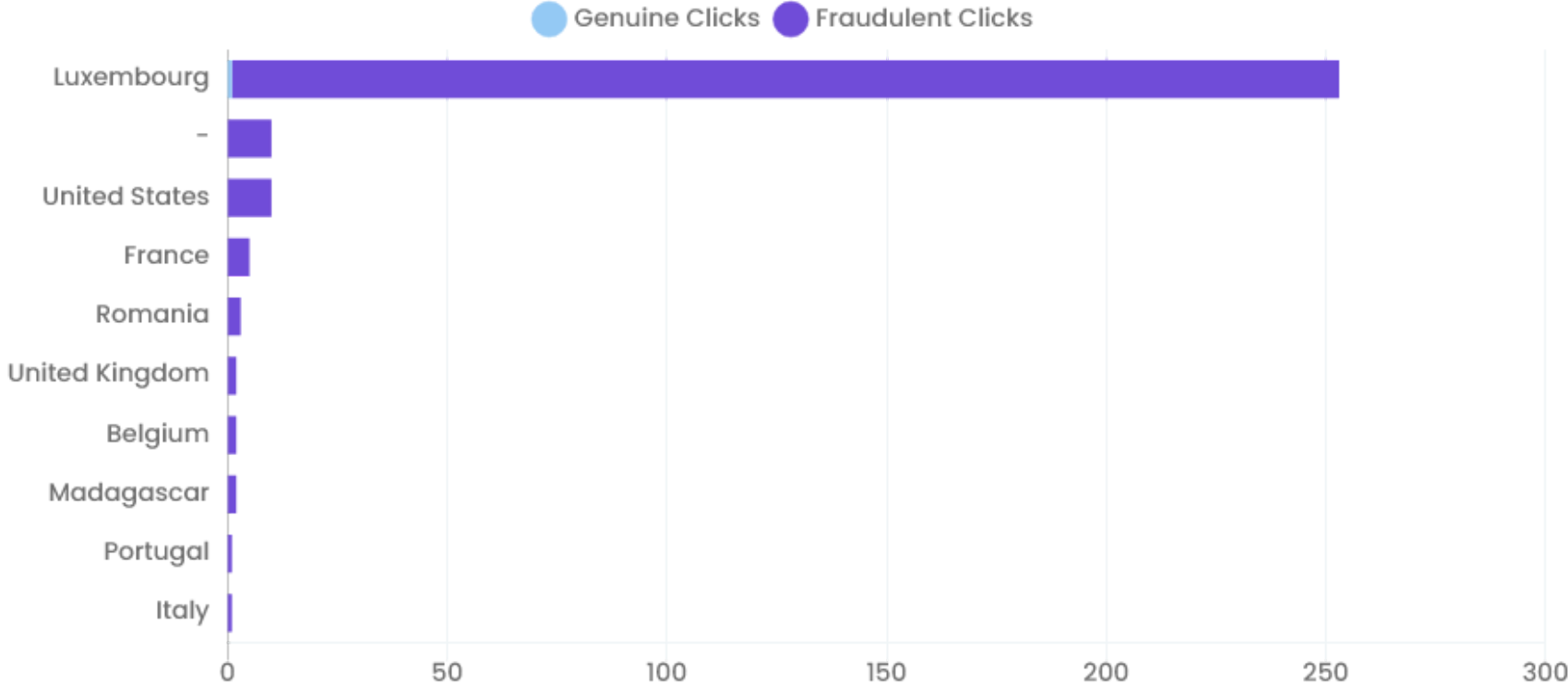
44.2 % of your fraud is comprised from users clicking too many times on your ads. In accordance with the threshold of and 1 clicks in 90 days that has been set.

### Fraudulent Device

17.9 % of your fraud is comprised from repeat offenders. We assign every device a unique ID. If a competitor or bot changes their IP, we will still be to catch the device ID and block the fraudster immediately.

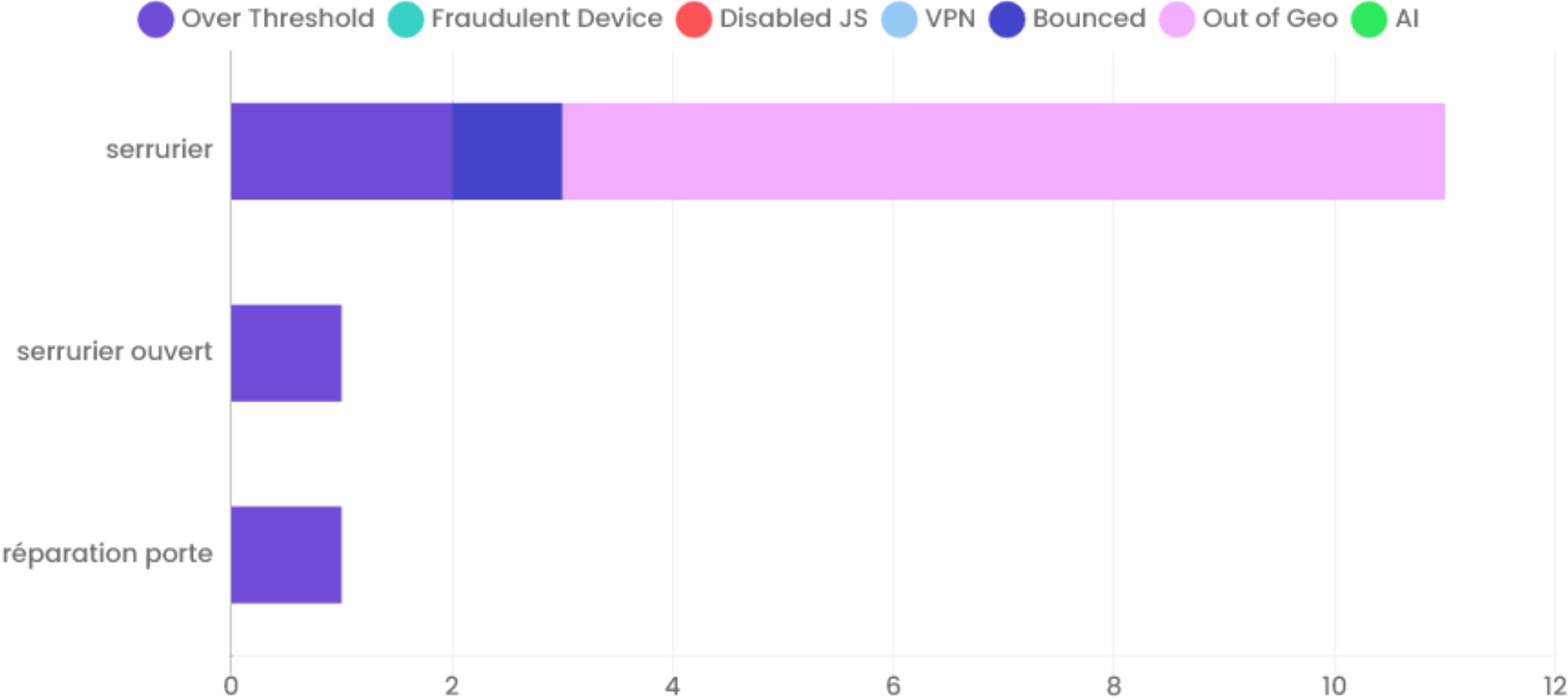


# Top Fraudulent Countries



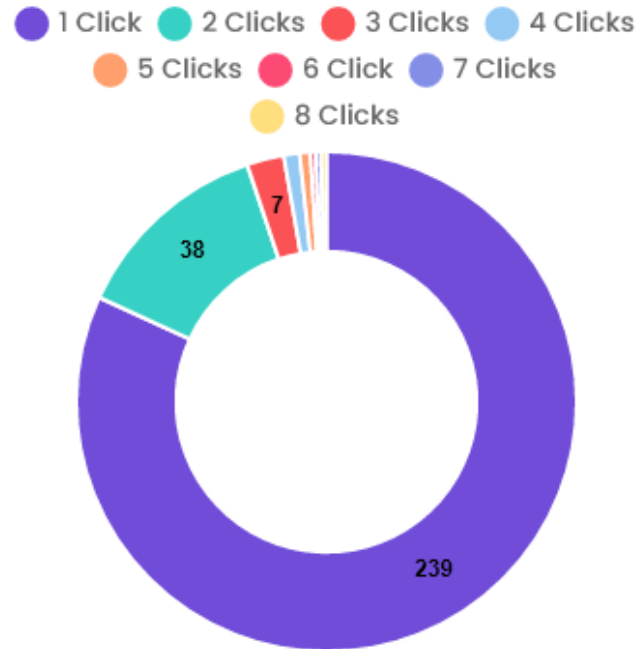
Fraud on this domain primarily comes from Luxembourg - 87.5%

# Top Fraudulent Keywords



The keywords that have been affected the most by fraud are **serrurier (84.6%)** and **serrurier ouvert (7.7%)** . The most prevalent reasons for detection on these keywords were **Out of Geo** and **Over Threshold**, respectively.

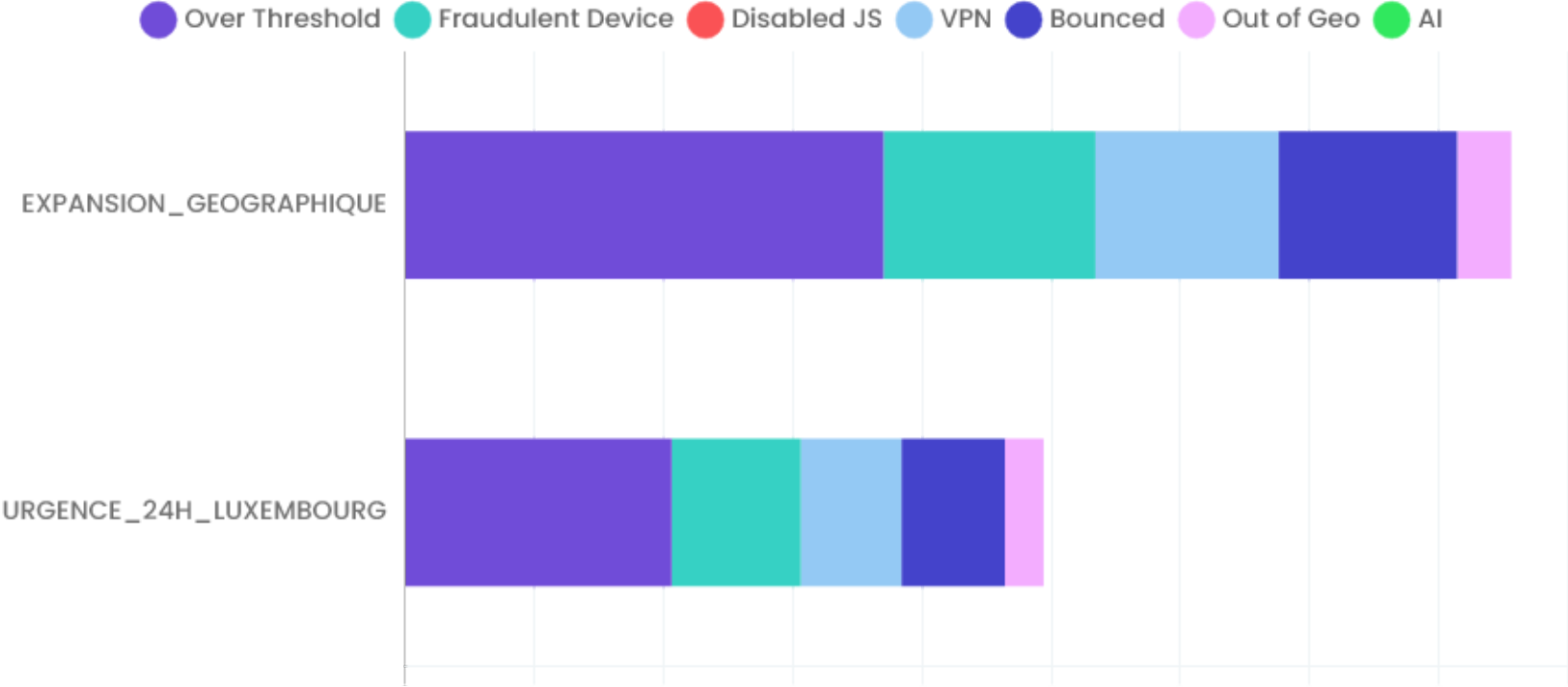
## Multi-clicks



CLICK	CLICKS	PERCENTAGE
1 Click	239	81.85%
2 Clicks	38	13.01%
3 Clicks	7	2.40%
4 Clicks	3	1.03%
5 Clicks	2	0.68%
6 Clicks	1	0.34%
7 Clicks	1	0.34%
8+ Clicks	1	0.34%

Each section represents how many times a unique IP clicked on your paid ads. This helps set a click fraud threshold that fits your traffic and business needs. **81.8%** of traffic for **artisanserrurier.lu** is only clicking 1 time. Only **0.34%** of your traffic is clicking more than **7 times** on your ads. Your threshold is currently set to 1 this is the maximum security setting. A block request will be sent as soon as the first click is made. If a fraudster opens up multiple tabs, each subsequent click will result in an invalid click and you will not be charged for them.

# Top Fraudulent Campaigns



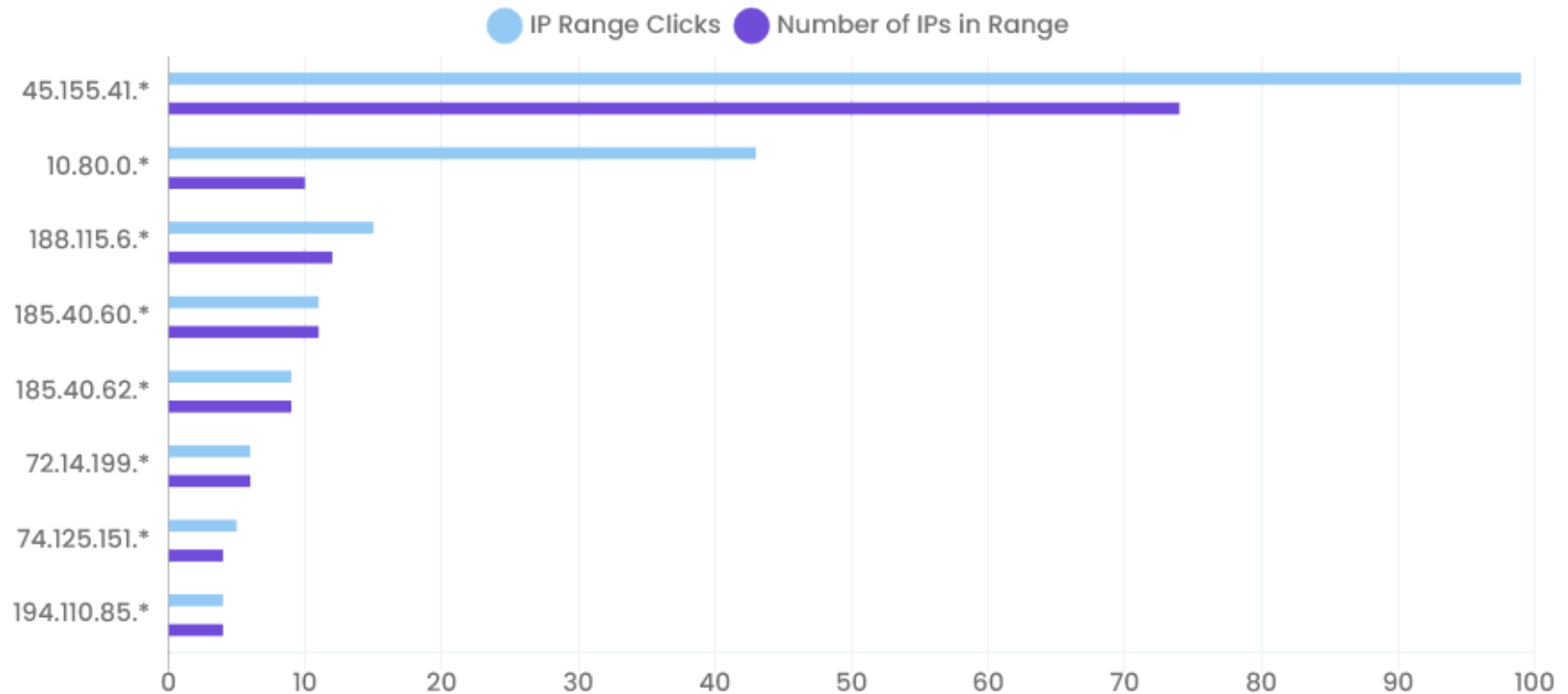
The campaigns that have been affected the most by fraud are:

**EXPANSION\_GEOGRAPHIQUE (63.4%)**

**URGENCE\_24H\_LUXEMBOURG (36.6%)**

The most prevalent reason for detection on these campaigns was **Over Threshold**.

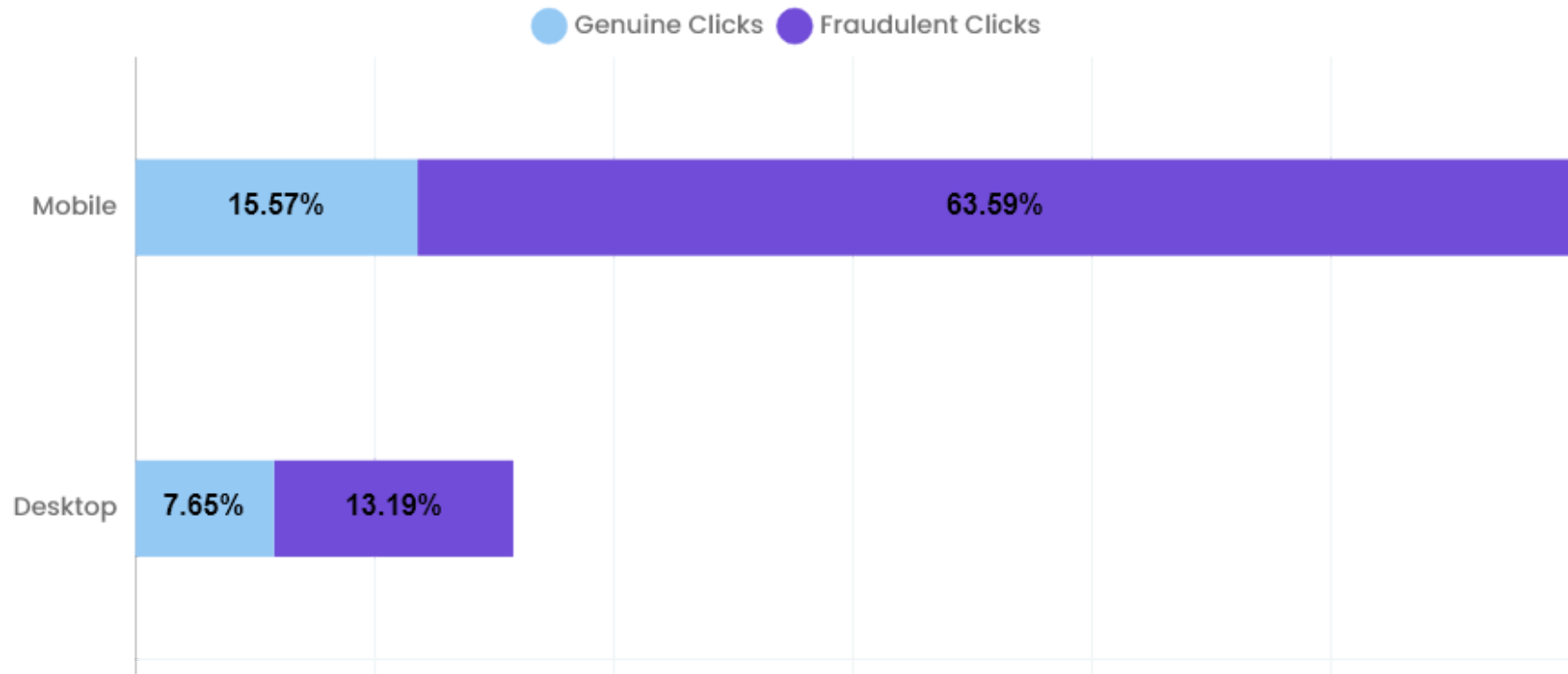
# Top Clicking IP Ranges



**45.155.41.\*** is the top clicking IP range with **99** clicks by **74** IP Addresses.

The chart above represents the amount of clicks that are coming from the top IP Ranges and how many individual IPs are coming from that range. When there is a large discrepancy between total clicks and total IPs used it is an indicator that competitors or a bot network are attacking your advertisements. IP Range Exclusion is currently disabled in your account. This feature will automatically block IP areas with high rates of fraud.

## Mobile vs Desktop



There is a major discrepancy between Desktop and Mobile. Mobile accounts for a staggering **82.8%** of fraud detected on the account. It is easier for a fraudster to change their IP on a mobile phone than it is on a desktop device. We are able to flag a fraudulent device and block it immediately, preventing a fraudster from multiple clicks from the same IP.

# Domain Configuration

SETTING	CURRENT	CONFIGURED CORRECTLY?
Click Fraud Threshold	Allow up to 1 clicks in 90 days	
Minimum Seconds on Site	5 seconds	✓
Device Detection	Enabled	✓
Block by Country	Enabled	✓
JS Bot Detection	Enabled	✓
VPN & Proxy	Enabled	✓
Behavior Analysis	Enabled	✓
Monitoring Only Mode	Disabled	✓
IP Range Exclusion	Disabled	✓
Campaign Level Blocking	Disabled	✓
Aggressive Mode	Disabled	✓

## Domain Recommendations

**Congratulations your account is fully protected from fraudulent clicks. We do not recommend any major changes to the setup at this time.**