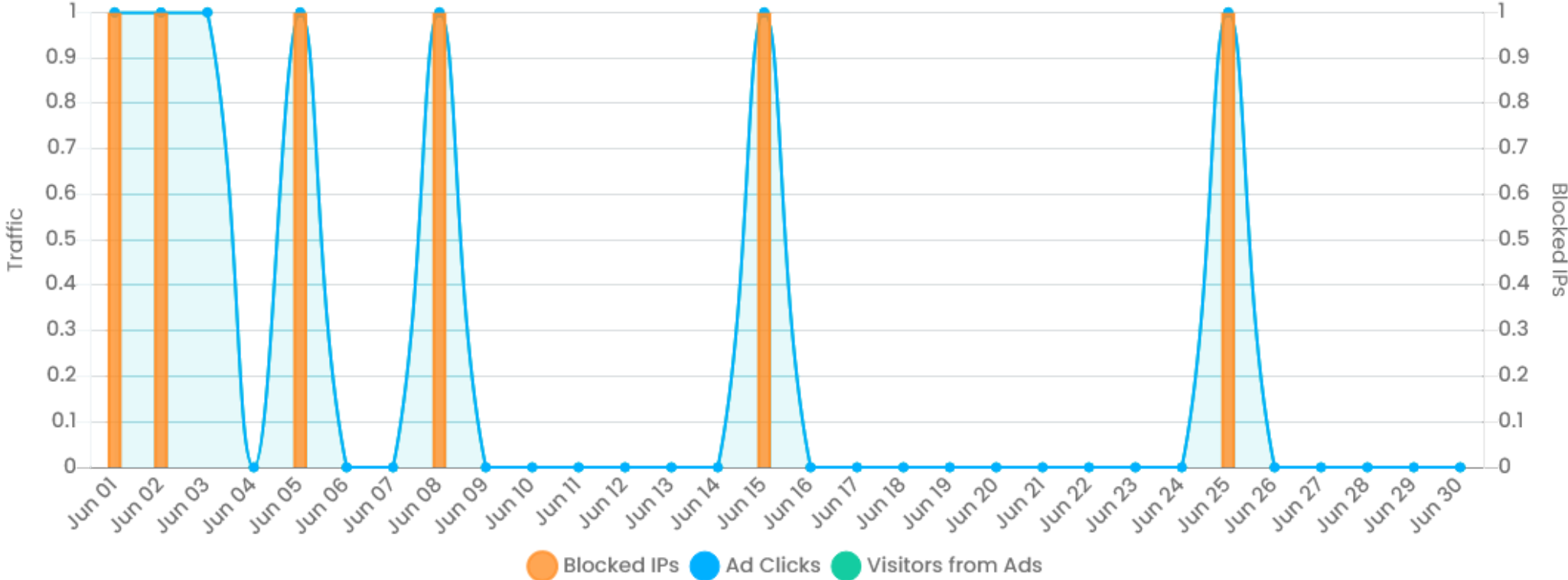


ClickCease Monthly Report for artisanserrurier.lu

June 1 - June 30



Visitor & Click Analytics



This graph shows the trend for the 3 main KPIs: visitors from ads, clicks, and blocked IPs. A stable flow of visitors, clicks and blocked IPs, representing that no major changes have been made to the setup and no unexpected attack happened.

Analytics

Ad Clicks

7

Total paid ad clicks between **June 1** and **June 30**.

Detected IPs

6

Between **June 1** and **June 30**, **6** IPs have been detected and blocked from your Google Ads campaigns.

Detection Rate

85.7%

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

Savings

€132

ClickCease has blocked **€132** 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 **85.7%** 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

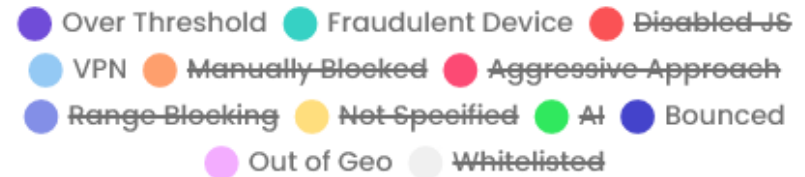
Top reasons for blocked IPs:

Over Threshold

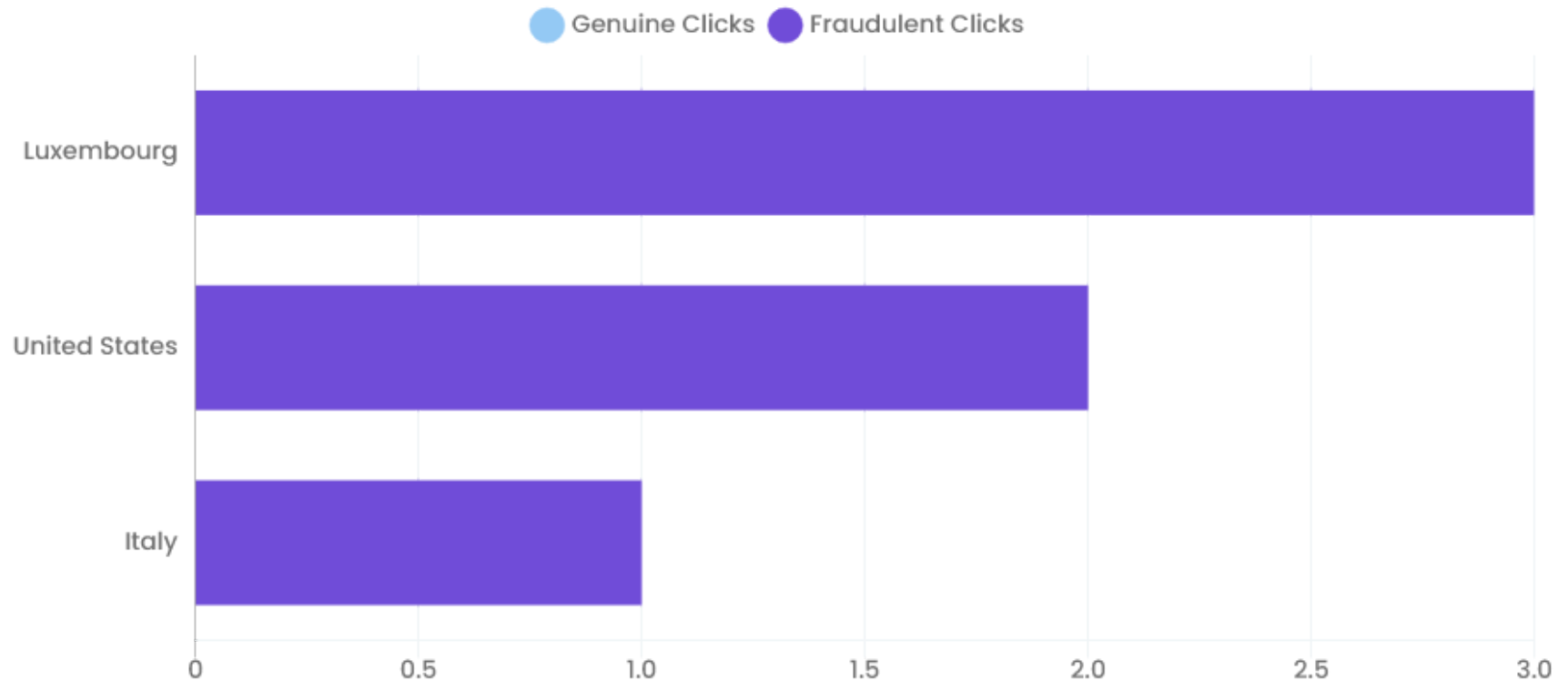
42.9 % of your fraud is comprised from users clicking too many times on your ads. In accordance with the threshold of and 1 clicks in 90 days that has been set.

Out of Geo

21.4 % of your fraud is coming from foreign countries that you are not advertising to. Google's geo-targeting is not perfect, if an IP is detected from a country that you do not want clicks from, we will block it right away and mitigate the damage.



Top Fraudulent Countries



Your fraud arrives from a number of different countries without a primary culprit.

We have a Block by Country feature that we can set to auto-block any clicks outside of **Luxembourg** and any other countries you are targeting.

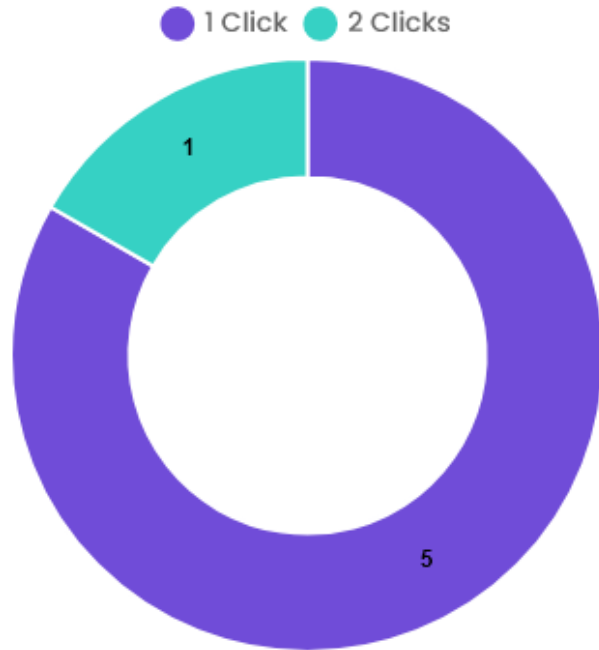
Top Fraudulent Keywords

Looks like there's no data to display



Try extending the range to see keywords

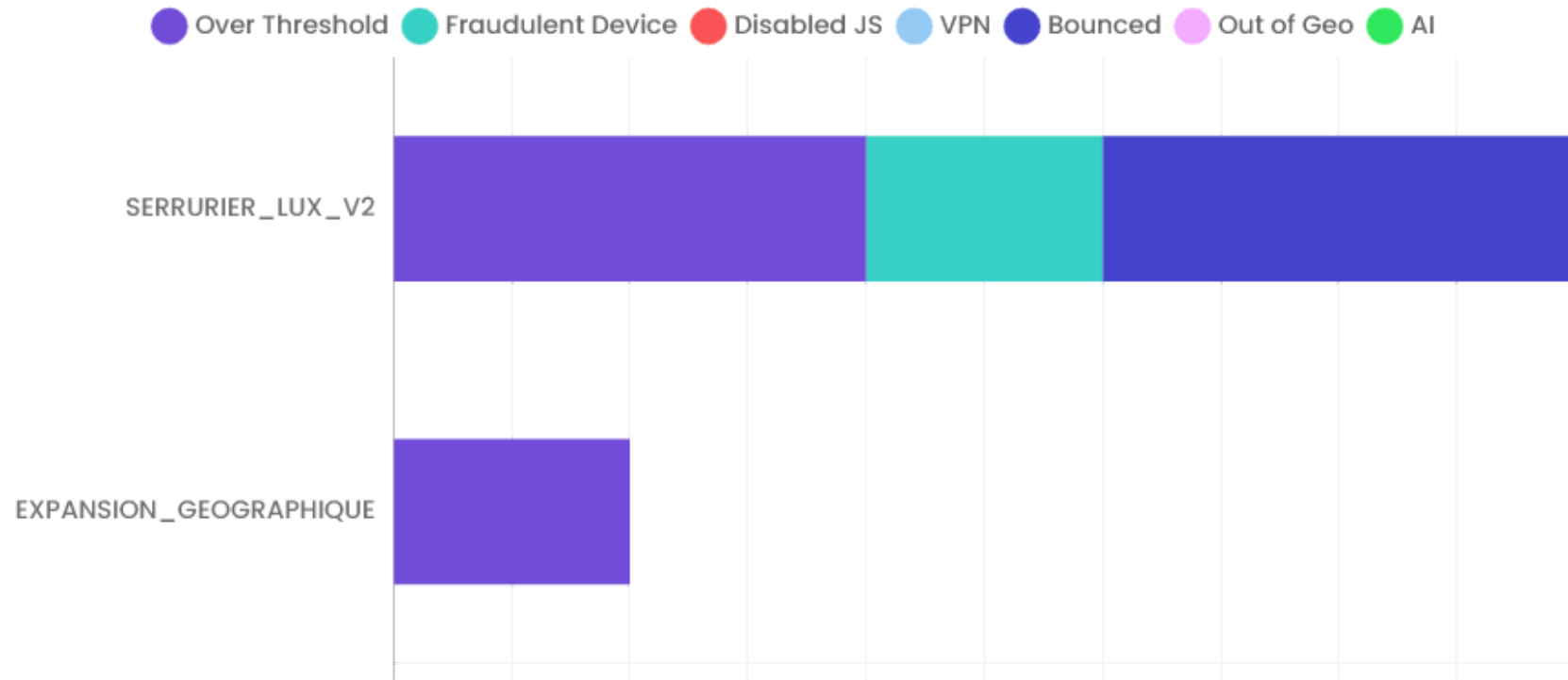
Multi-clicks



CLICK	CLICKS	PERCENTAGE
1 Click	5	83.33%
2+ Clicks	1	16.67%

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. **83.3%** of traffic for **artisanserrurier.lu** is only clicking 1 time. Only **16.67%** of your traffic is clicking more than **1 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:

SERRURIER_LUX_V2 (83.3%)

EXPANSION_GEOGRAPHIQUE (16.7%)

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

Top Clicking IP Ranges

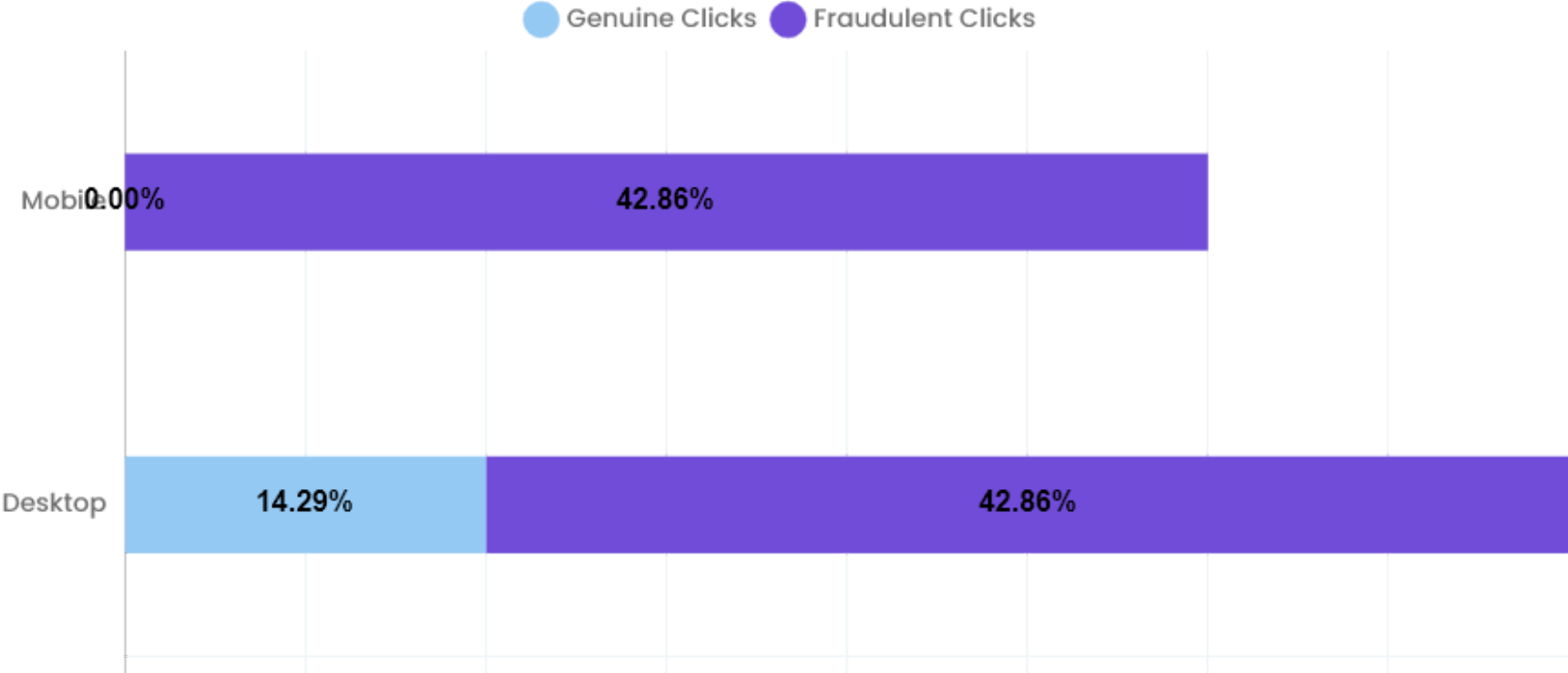
Looks like there's no data to display



Try extending the range to see fraudulent campaigns

There are currently no repeat offending IP ranges within the time period of June 1 to June 30. ClickCease will detect click patterns if they arise to ensure that your campaigns are protected.

Mobile vs Desktop



There is a parallel between the fraud percentages of mobile and desktop devices. Of total fraud, Desktop makes up 50%, while mobile devices represent 50%. ClickCease will tag every device with a unique device ID code and block any IP that is used by a fraudulent device.

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.