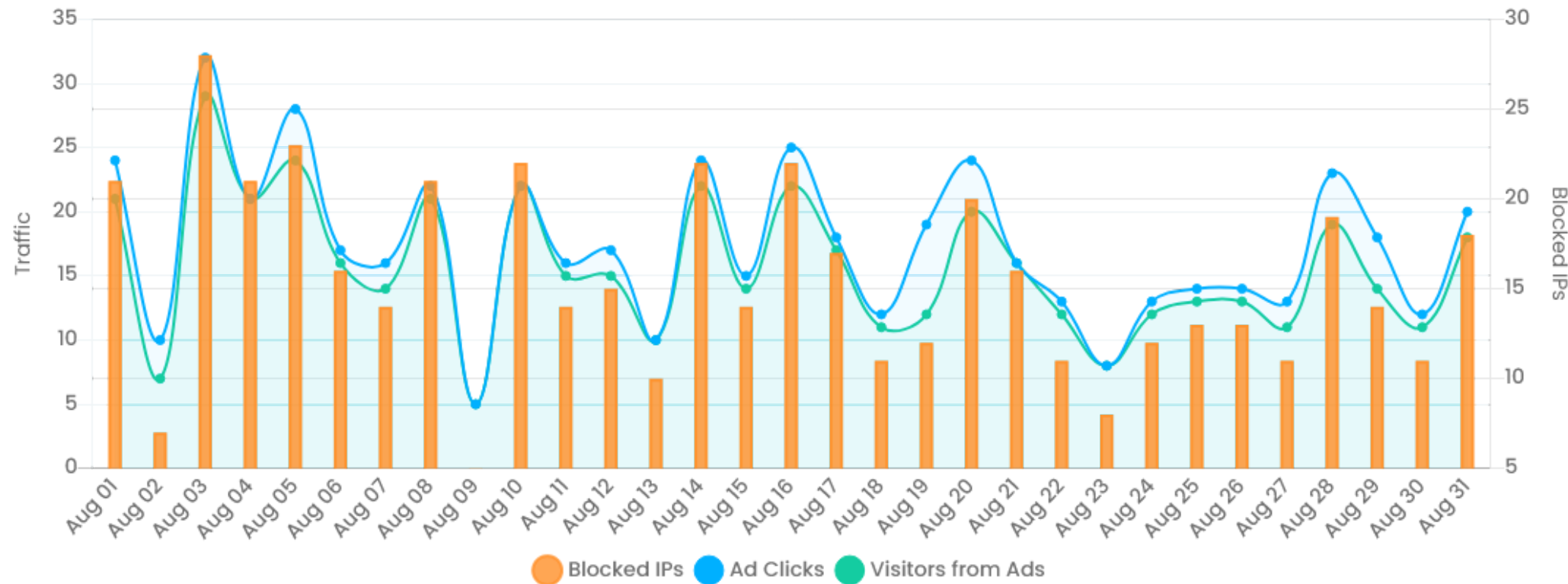


# ClickCease Monthly Report for artisanserrurier.lu

August 1 – August 31



# 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

541

Total paid ad clicks between August 1 and August 31.

## Detected IPs

481

Between August 1 and August 31, 481 IPs have been detected and blocked from your Google Ads campaigns.

## Detection Rate

88.9%

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

## Savings

€10,483

ClickCease has blocked €10,483 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 88.9% 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

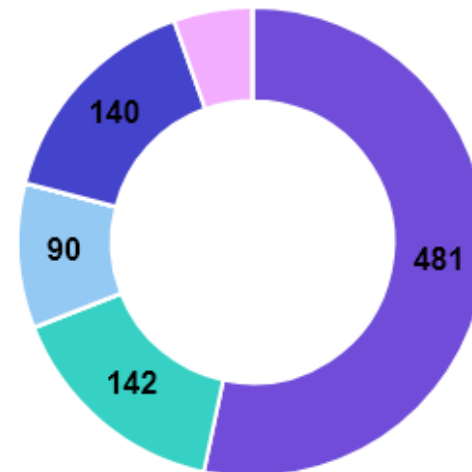
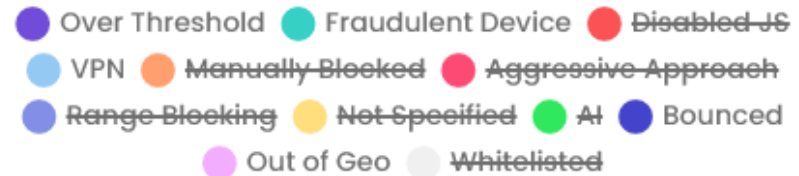
### Top reasons for blocked IPs:

#### Over Threshold

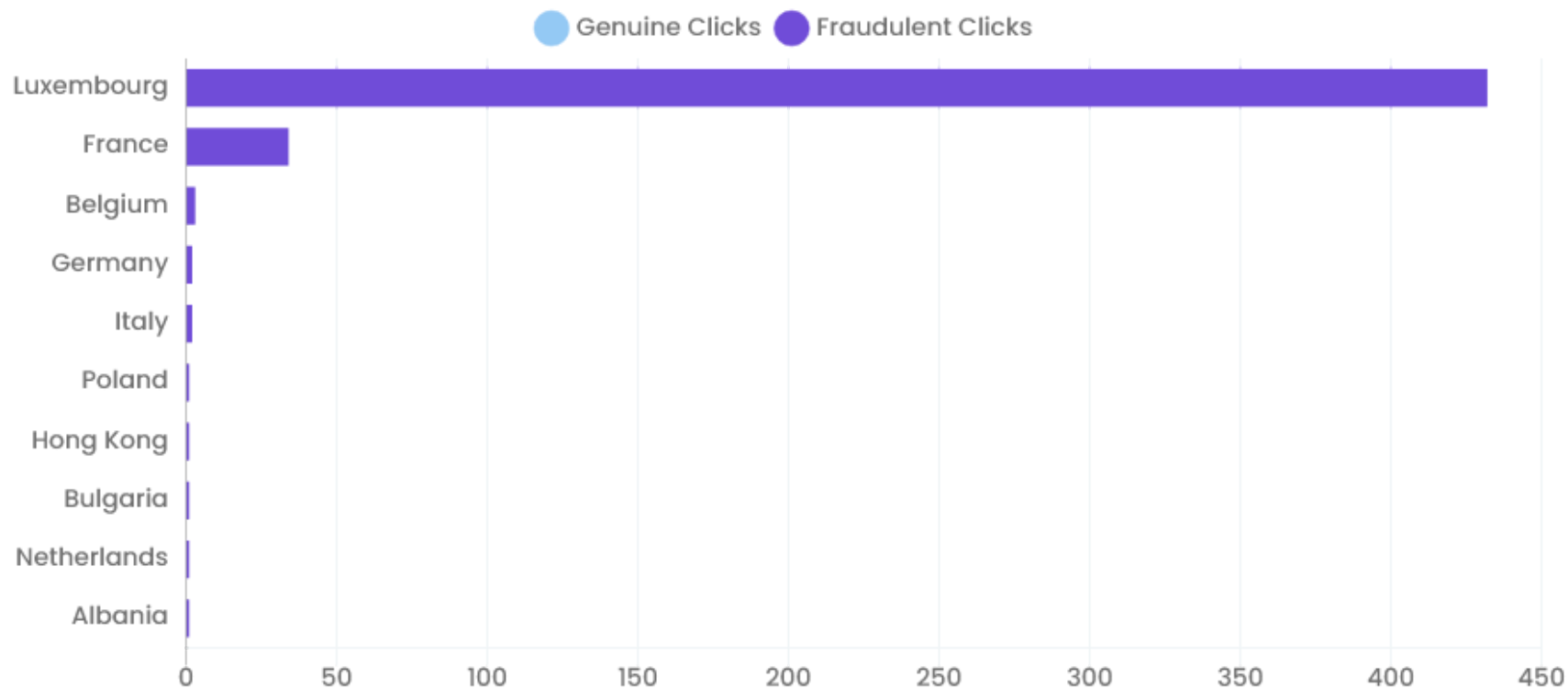
53.3 % of your fraud is comprised from users clicking too many times on your ads. In accordance with the threshold of and 1 clicks in 90 days that has been set.

#### Fraudulent Device

15.7 % 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.

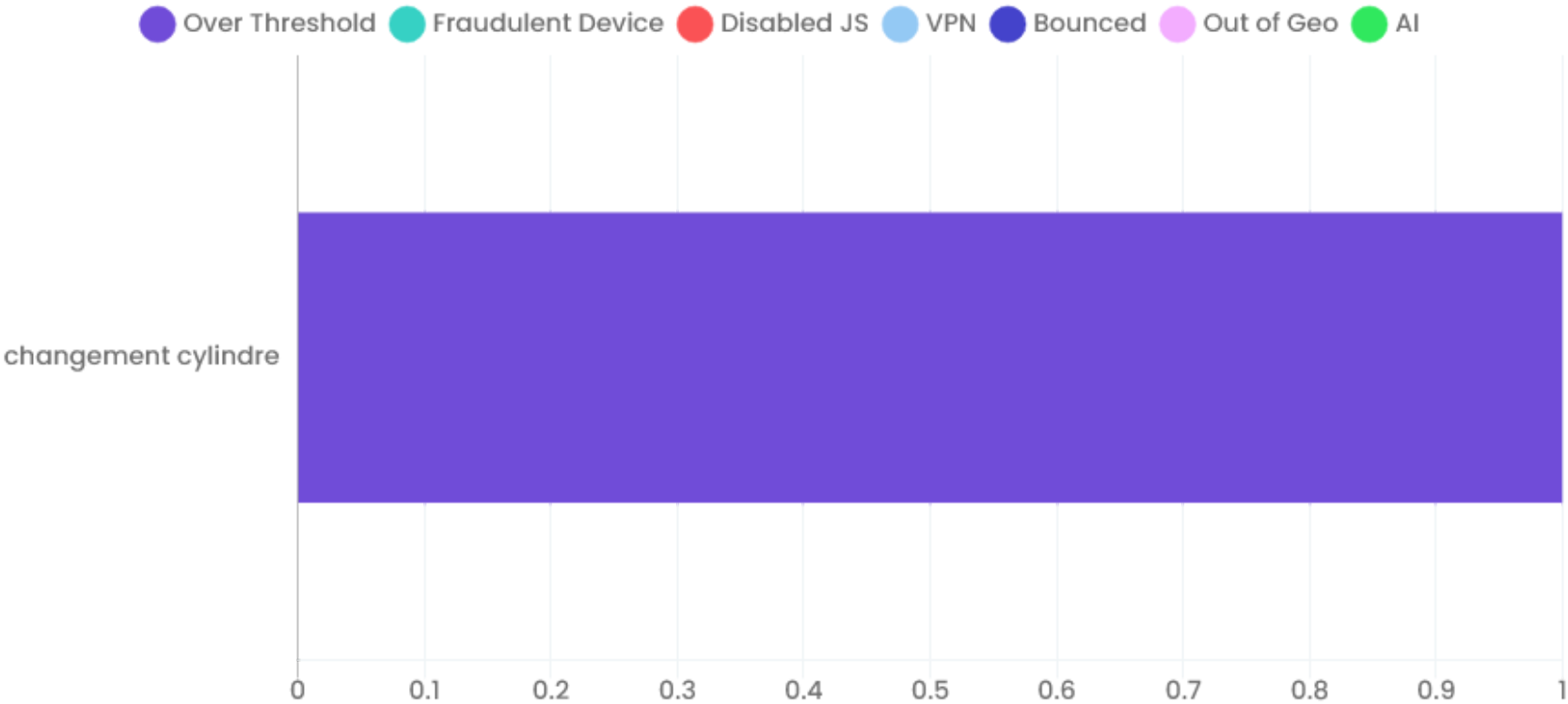


# Top Fraudulent Countries



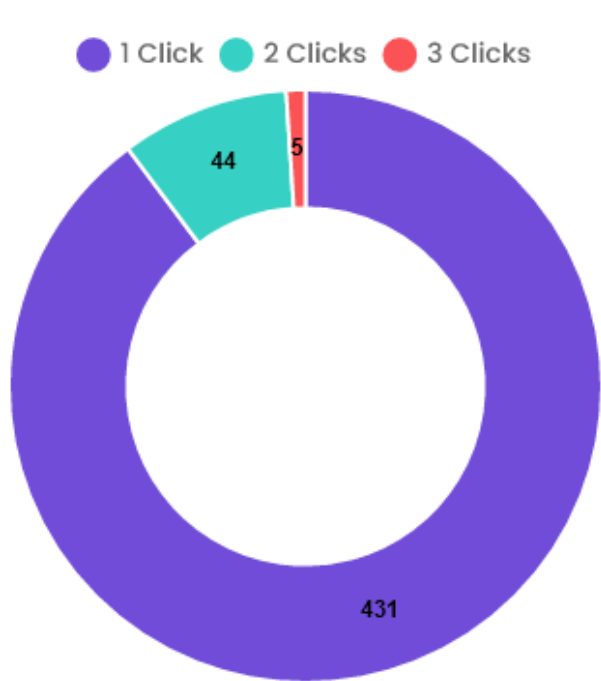
Fraud on this domain primarily comes from **Luxembourg – 90.4%**

# Top Fraudulent Keywords



The keywords that have been affected the most by fraud are **changement cylindre (100.0%)** .  
The most prevalent reason for detection on these keywords was **Over Threshold**.

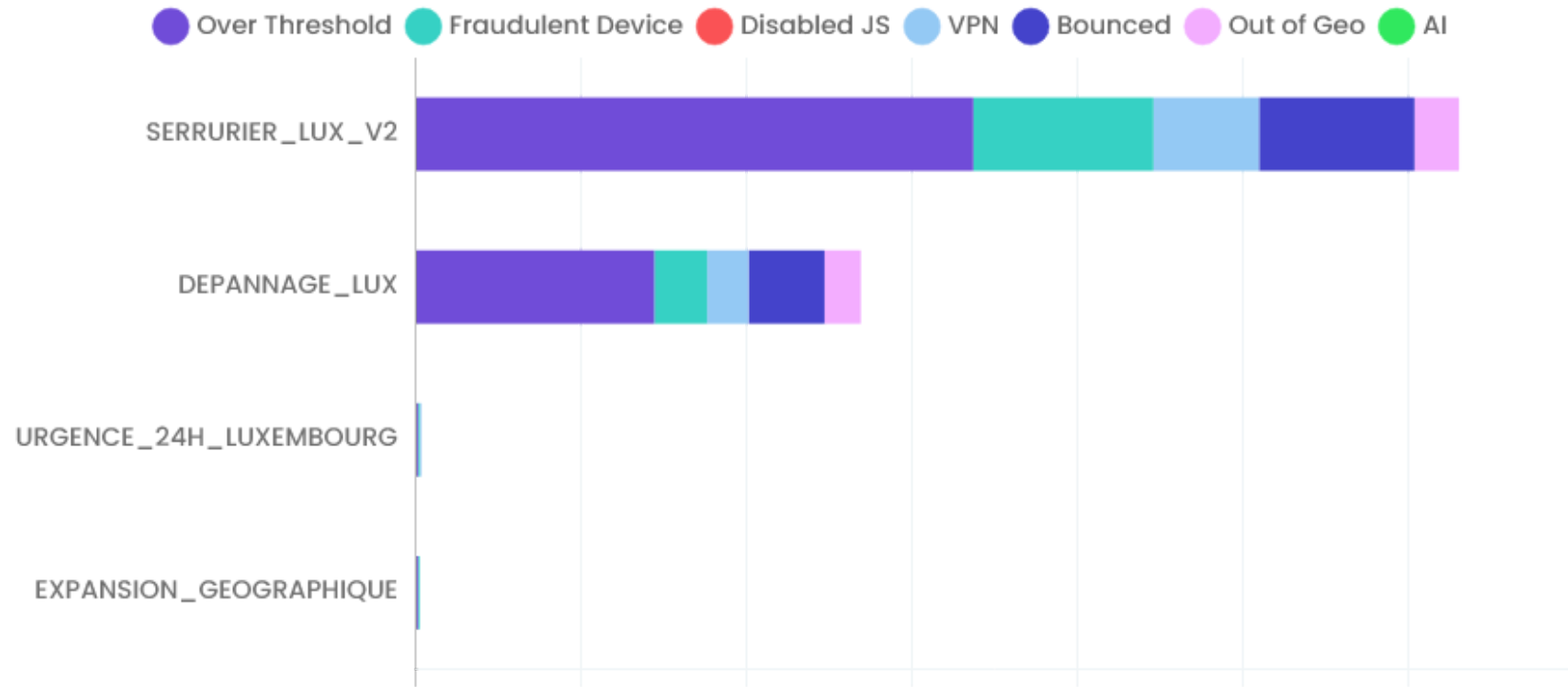
# Multi-clicks



| CLICK     | CLICKS | PERCENTAGE |
|-----------|--------|------------|
| 1 Click   | 431    | 89.60%     |
| 2 Clicks  | 44     | 9.15%      |
| 3+ Clicks | 5      | 1.04%      |

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. 89.6% of traffic for artisanserrurier.lu is only clicking 1 time. Only 1.04% of your traffic is clicking more than 2 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:

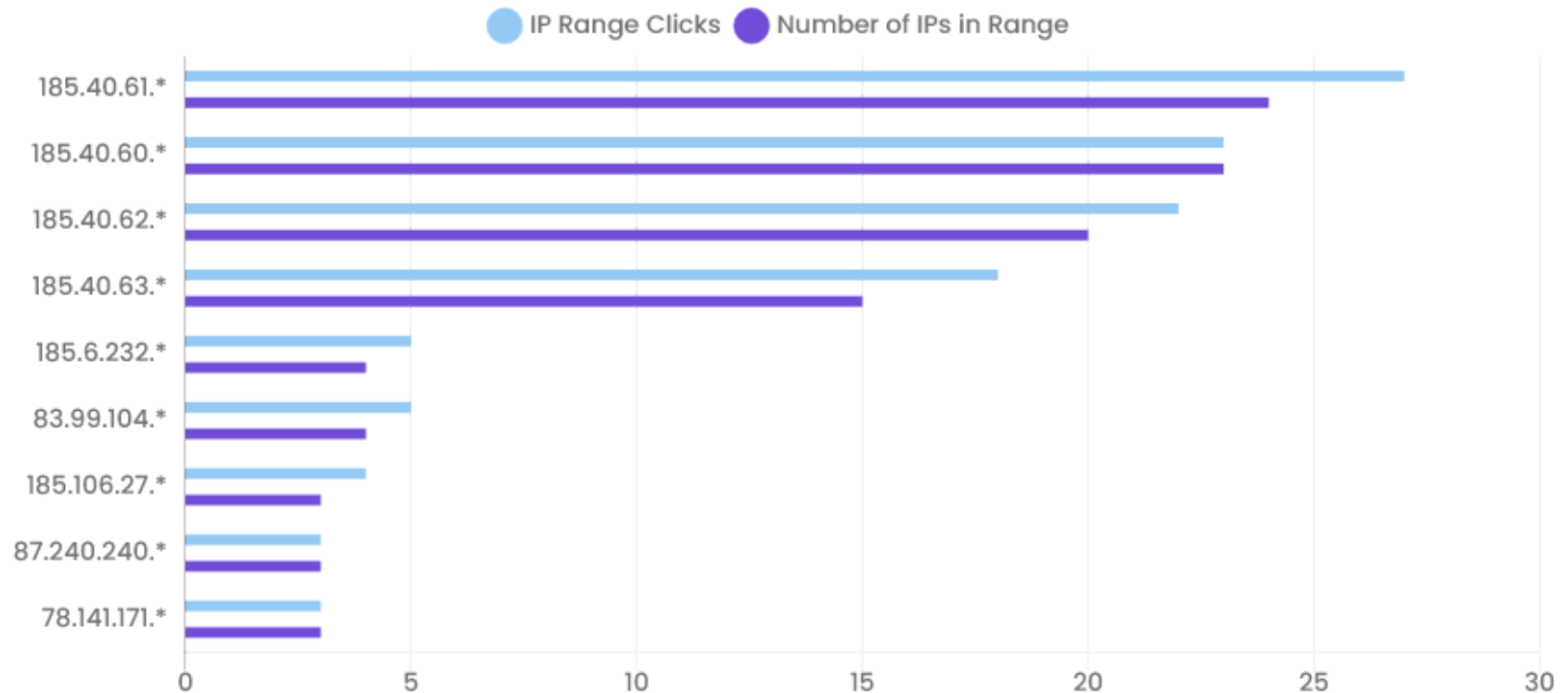
**SERRURIER\_LUX\_V2 (69.7%)**

**DEPANNAGE\_LUX (29.7%)**

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



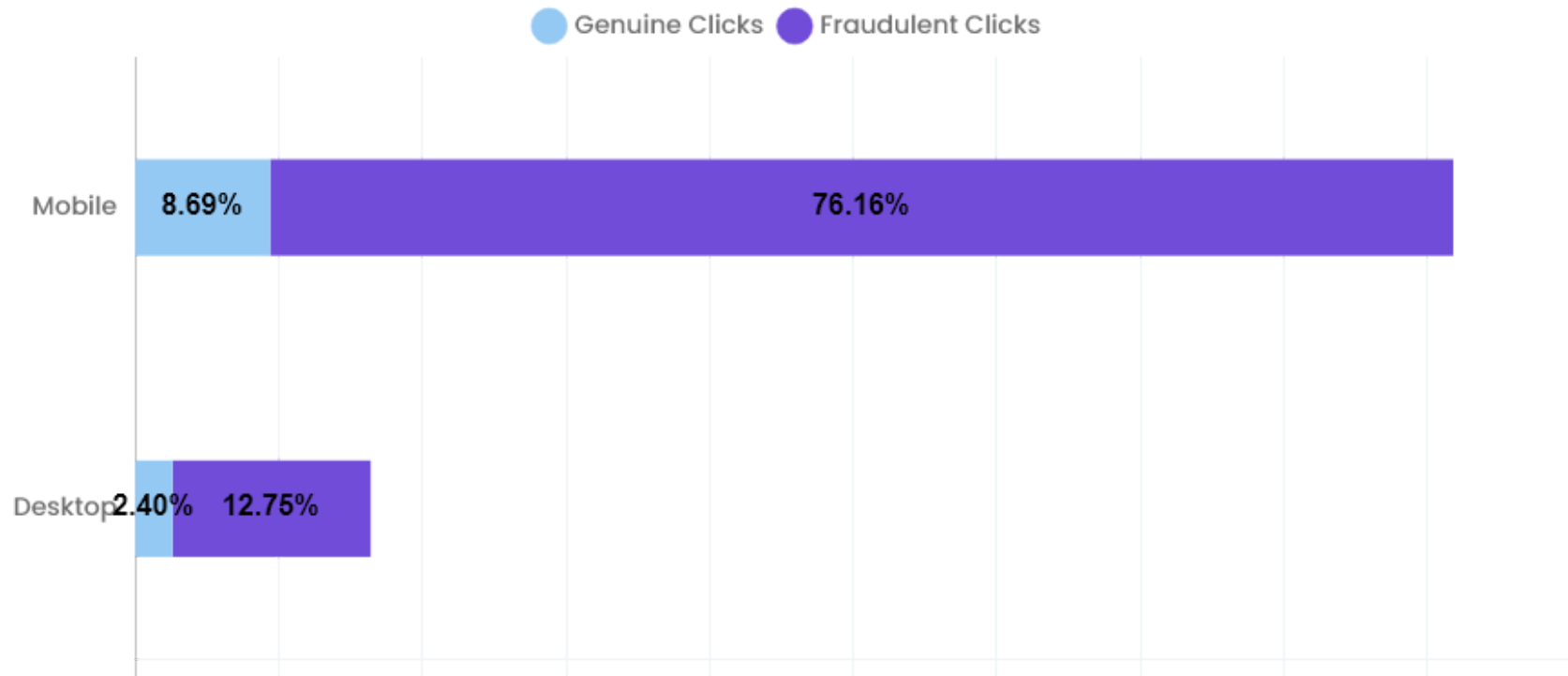
# Top Clicking IP Ranges



**185.40.61.\*** is the top clicking IP range with **27** clicks by **24** 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 **85.7%** 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.**