



## Click fraud remains a threat despite declining rates

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Austin, Texas—New reports on the rate of click fraud indicate that, while rates are going down, fraudulent traffic from sophisticated sources continues to be a threat.

According to the quarterly Click Fraud Index compiled by online traffic quality company Click Forensics, the overall industry average click fraud rate for the second quarter was 12.7%, down from 13.8% in the first quarter and off significantly from the 16.2% logged in the second quarter of last year.

The decline was attributed to increased diligence of online ad networks to detect and block invalid traffic sources, according to Click Forensics, which collects data from online advertising campaigns across leading search engines as well as traffic across more than 300 ad networks.

Meanwhile, another traffic quality company, Anchor Intelligence, reported a 22.9% attempted click fraud rate in the second quarter across its network of search engines, ad networks, publishers and advertisers. It was the company's first report chronicling traffic quality.



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