

Affiliate Traffic Quality Audit Report

Your audit objectives

01

Uncover

TrafficGuard will demonstrate the volume of invalid traffic in your advertising through integration with your affiliate platform. This will enable TrafficGuard to show how invalid traffic is affecting you across the full customer journey.

02

Understand

TrafficGuard will help you understand the types of invalid traffic in your advertising and how they can be prevented. TrafficGuard will also address any specific questions you have about how invalid traffic is affecting you.

03

Value

TrafficGuard will show the value of leveraging a third party to prevent invalid traffic and building a clean ecosystem with full transparency enabled..

04

Partnership

TrafficGuard will put in place a flexible and bespoke plan to enable you to find and remove invalid traffic on an on-going basis to increase advertising efficiency and return on ad spend.

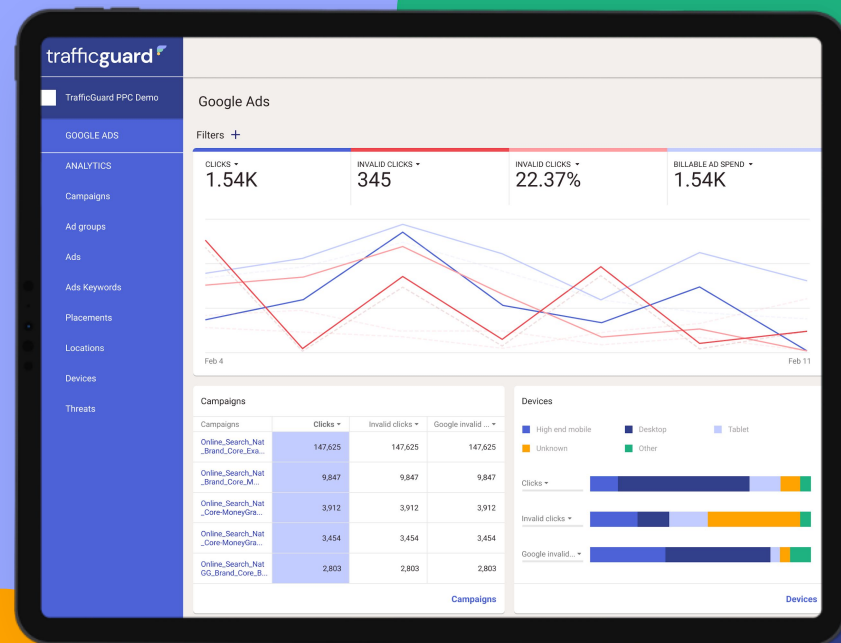
Real-time click and conversion level detection

TrafficGuard is an invalid traffic and ad fraud specialist that works independently of the affiliate platform attribution process.

Through AI, machine learning and a more robust detection suite, TrafficGuard provides the most complete, transparent and effective verification solution in the market.

When TrafficGuard receives a conversion, it uses a variety of click, conversion and behavioural characteristics to validate that conversion.

Through our platform integration TrafficGuard verifies each and every click and conversion in real time and all of this is live inside your TrafficGuard portal with complete transparency.



The cost of your undetected invalid conversions

TrafficGuard has been monitoring all your affiliate traffic from Impact, and monitoring your landing pages through our site tag.

During your audit period:

440 conversions were invalid of the total 4,698. This equates to an invalid conversion rate of **9.37%**. Once we add your customised filters we would expect to find further invalid conversions.

Based on a **CPA of £9** this would be **£3,960** in just 2 weeks and **£102,960** annually.

Some of these conversions are fraudulent, some of them have been misattributed and belong to organic, and some of them have been misattributed and belong to other paid sources.

trafficguard 

Conversions

4.7K

Total conversions

440

Invalid conversions

9.37%

Invalid conversion rate

Unlocked Budget

£3,960

In 2 weeks

£102,960

In 1 year

Threat overview: Clicks

There were three main threats identified during the audit.

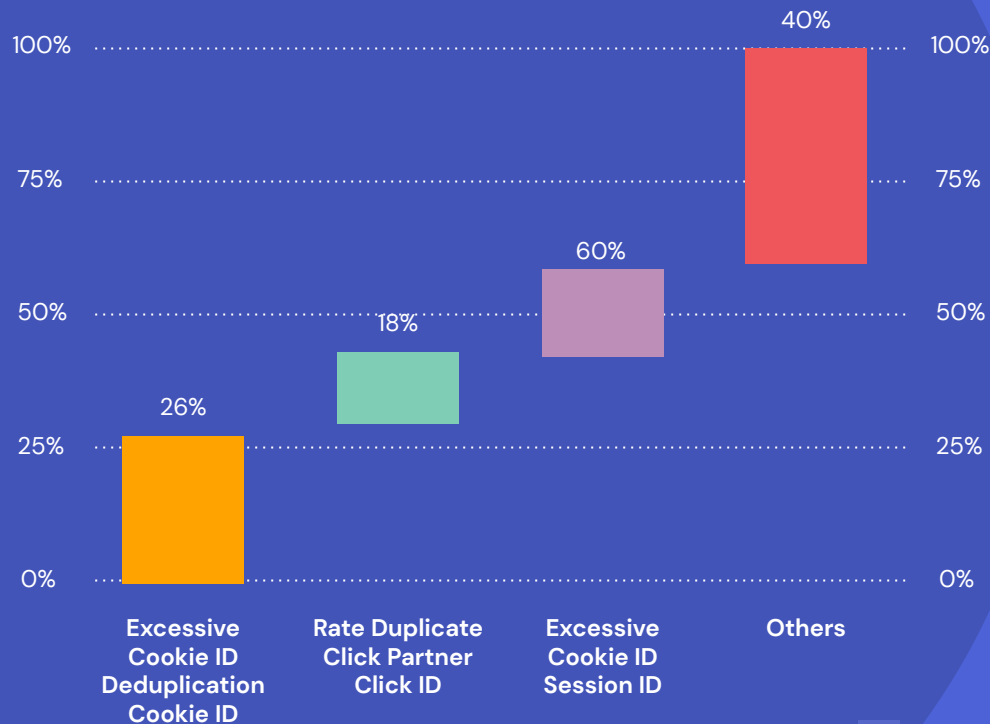
26% of invalid clicks were due to excessive cookie variation within a user journey.

18% of invalid clicks had the same partner click IDs.

16% of invalid clicks were from a device that had excessive amounts of sessions which indicate click spam.

The remaining **40%** was made up of multiple small scale threats.

*You can see a description of each threat in more detail in the Threat Analysis section



Threat overview: Conversions

There were three main threats identified during the audit.

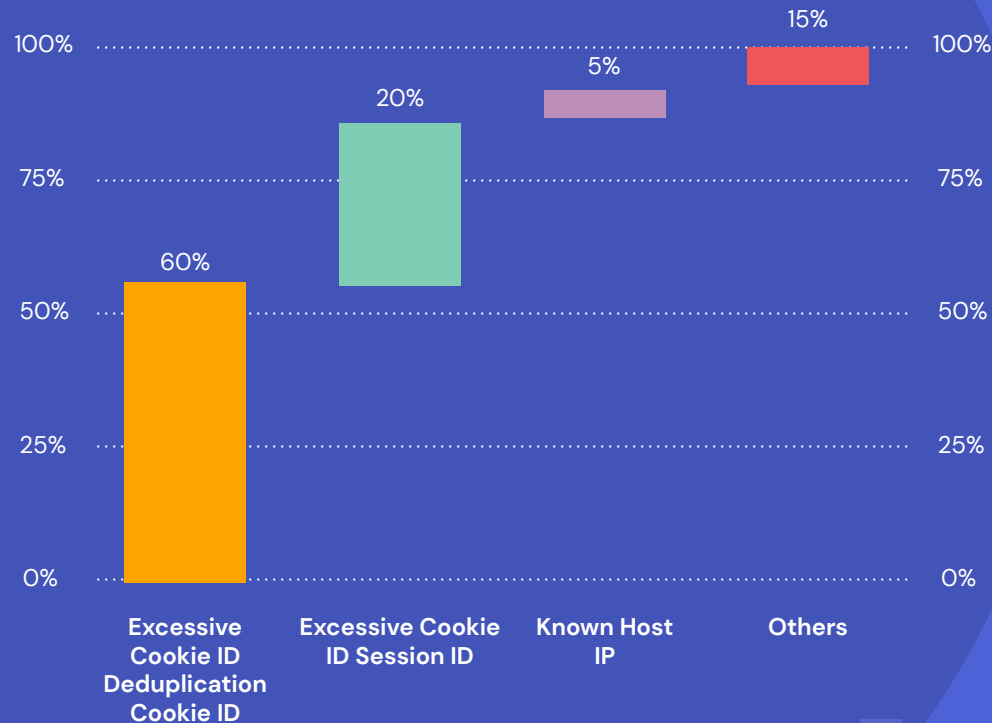
60% of invalid conversions were due to excessive cookie variation within a user journey.

20% of invalid conversions were from a device that had excessive amounts of sessions which indicate click spam.

5% of conversions were invalid as they came from known host IPs.


The remaining 15% was made up of multiple small scale threats.

*You can see a description of each threat in more detail in the **Threat Analysis** section




High levels of invalid clicks and conversions from multiple partners

Through our Impact integration you can see in your dashboard that there are multiple problematic partners with very high volumes of **invalid clicks** and **conversions** due to **very high invalid rates**.



Partner	Invalid clicks	Invalid conv.
Total	19,102	440
[Redacted]	3,540	8
[Redacted]	3,398	174
[Redacted]	1,586	60
[Redacted]	1,235	2
[Redacted]	842	0
[Redacted]	709	15
[Redacted]	697	13
[Redacted]	681	1

Partner	Invalid click rate	Invalid conv. rate
[Redacted]	100.00%	-
[Redacted]	100.00%	-
[Redacted]	100.00%	-
[Redacted]	100.00%	-
[Redacted]	100.00%	-
[Redacted]	100.00%	-
[Redacted]	100.00%	-
[Redacted]	100.00%	-
[Redacted]	100.00%	-



Partner Analysis

- The data shows that **16.95%** of the total clicks were invalid, which led to **9.37%** of the conversions being invalid during the audit period.
- Misattribution is the most common cause of the invalid conversions. Tactics like click spam and cookie stuffing are typical misattribution threats. This is why it's vital to use a full-funnel approach monitoring both click and conversion data

Partner	Total Clicks	Invalid Clicks	Invalid Click %	Total Conversions	Invalid Conversions	Invalid Conversion %
[Redacted]	4,637	282	6.08%	883	40	4.53%
	3,425	267	7.80%	610	21	3.44%
	7,509	3,388	45.12%	394	173	43.91%
	43,115	3,501	8.12%	392	6	1.53%
	1,983	109	5.50%	390	14	3.59%
	4,952	1,562	31.54%	286	57	19.93%
Other	47,075	9,993	21.23%	1,743	129	7.40%
Total	112,696	19,102	16.95%	4,698	440	9.37%

Partner Analysis

- Below we can see invalid traffic generating a **lower conversion rate (2.3%)** in comparison to **genuine traffic (4.55%)**
- By preventing invalid traffic the quality of the conversion increases across each partners.

Partner	Total Clicks	Invalid Clicks	Valid Clicks	Total Conv	Invalid Conv	Valid Conv	Conv Rate %	Conv Rate % (Invalid)	Conv Rate % (Valid)
[Redacted]	4,637	292	4,345	883	40	843	19.04%	13.70%	19.40%
	3,425	270	3,155	610	21	589	17.81%	7.78%	18.67%
	7,509	3,398	4,111	394	174	220	5.25%	5.12%	5.35%
	43,115	3,540	39,575	392	8	384	0.91%	0.23%	0.97%
	1,983	113	1,870	390	15	375	19.67%	13.27%	20.05%
	4,952	1,586	3,366	286	60	226	5.78%	3.78%	6.71%
Other	47,075	9,903	37,172	1,743	122	1,621	3.70%	1.23%	4.36%
Total	112,696	19,102	93,594	4,698	440	4,258	4.17%	2.30%	4.55%

Threat Analysis



Threat

Excessive Cookie ID Deduplication Cookie ID

..... This is when a users' journey has an excessive cookie variation. Bad actors generating high and frequent ad engagement of users in an attempt to cause misattribution (cookie stuffing) is a typical threat across performance advertising

Excessive Engagement

The user starts with 2 clicks from partner 1. Before they even reach the website, there are immediately two clicks from partner 2.

Seconds after there are multiple clicks from partner 3. However the Google initiated activity continues after these clicks.

Again seconds later there are multiple clicks from partner 3. Which result in a conversion without any apparent signs of the users journey to the purchase.

Cookie Stuffing

Event Time	Event Type	Partner ID	Deduplication Cookie ID	Global Cookie ID	Transaction Status Reason	Event Name	Gross Conversion
2023-02-14 14:31:59	click		5a78f36d-c3f4-4049-82d4-ac852bea5269	04010021-5bf4-489e-8300-036663d9701e	excessive_cookieid_deduplicationcookieid	⊘	0
2023-02-14 14:32:04	click		5a78f36d-c3f4-4049-82d4-ac852bea5269	04010021-5bf4-489e-8300-036663d9701e	excessive_cookieid_deduplicationcookieid	⊘	0
2023-02-14 14:32:14	click		6508bf44-a950-4873-8779-59f8e34d8583	04010021-5bf4-489e-8300-036663d9701e	rate_duplicateclick_partnerclickid	⊘	0
2023-02-14 14:32:14	click		942b41ce-aeaa-4b77-b5a0-d6b7d5360738	04010021-5bf4-489e-8300-036663d9701e	excessive_cookieid_deduplicationcookieid	⊘	0
2023-02-14 14:32:24	event		⊘	04010021-5bf4-489e-8300-036663d9701e	⊘	pageview	0
2023-02-14 14:32:27	event		⊘	04010021-5bf4-489e-8300-036663d9701e	⊘	session_...	0
2023-02-14 14:34:40	event		⊘	04010021-5bf4-489e-8300-036663d9701e	⊘	pageview	0
2023-02-14 14:34:41	event		⊘	04010021-5bf4-489e-8300-036663d9701e	⊘	timing	0
2023-02-14 14:34:42	event		⊘	04010021-5bf4-489e-8300-036663d9701e	⊘	timing	0
2023-02-14 14:34:57	click		aeb25b0b-063c-4f5e-8084-d375ea397a27	04010021-5bf4-489e-8300-036663d9701e	excessive_cookieid_deduplicationcookieid	⊘	0
2023-02-14 14:34:57	click		32169125-65f1-43ee-bf99-f4876166ec6c	04010021-5bf4-489e-8300-036663d9701e	rate_duplicateclick_partnerclickid	⊘	0
2023-02-14 14:35:01	event		⊘	04010021-5bf4-489e-8300-036663d9701e	⊘	pageview	0
2023-02-14 14:35:04	event		⊘	04010021-5bf4-489e-8300-036663d9701e	⊘	session_...	0
2023-02-14 14:35:18	click		6508bf44-a950-4873-8779-59f8e34d8583	04010021-5bf4-489e-8300-036663d9701e	rate_duplicateclick_partnerclickid	⊘	0
2023-02-14 14:35:18	click		6508bf44-a950-4873-8779-59f8e34d8583	04010021-5bf4-489e-8300-036663d9701e	excessive_cookieid_deduplicationcookieid	⊘	0
2023-02-14 14:35:22	event		⊘	04010021-5bf4-489e-8300-036663d9701e	⊘	pageview	0
2023-02-14 14:35:25	event		⊘	04010021-5bf4-489e-8300-036663d9701e	⊘	session_...	0
2023-02-14 14:38:37	event		⊘	04010021-5bf4-489e-8300-036663d9701e	excessive_cookieid_deduplicationcookieid	purchase	1

Excessive Cookie ID Deduplication Cookie ID

This example shows that the user "0101004b-71bd-45ba-8800-26c063d45015" has had **24 different Cookie IDs** throughout the same day. A genuine user would have the same Cookie ID throughout and not have to click across different campaigns in such a short time.

	Event Time	Event Type	Partner ID	Deduplication Cookie ID	Global Cookie ID	Transaction Status Reason
1	2023-02-09 18:29:39	click		9c49993b-d99a-4532-9731-01e5884c7547	0101004b-71bd-45ba-8800-26c063d45015	excessive_cookieid_deduplicationcookieid
2	2023-02-09 18:38:21	click		716e3a76-48a2-4658-86fd-75d5db2a9797	0101004b-71bd-45ba-8800-26c063d45015	excessive_cookieid_deduplicationcookieid
3	2023-02-09 18:38:46	click		993e436c-5cec-48ae-8abd-ce486d1a176f	0101004b-71bd-45ba-8800-26c063d45015	excessive_cookieid_deduplicationcookieid
4	2023-02-09 18:39:05	click		9684a7fb-5848-4fe4-a76a-b964830164bb	0101004b-71bd-45ba-8800-26c063d45015	excessive_cookieid_deduplicationcookieid
5	2023-02-09 18:39:05	click		e1383729-b241-4141-969f-8c1f194f6fce	0101004b-71bd-45ba-8800-26c063d45015	excessive_cookieid_deduplicationcookieid
6	2023-02-11 18:00:00	click		9360d8ba-1bb2-4f47-b9cb-9bbf28e45f95	0101004b-71bd-45ba-8800-26c063d45015	excessive_cookieid_sessionid
7	2023-02-11 18:08:11	click		d17e84de-2584-45c5-bca4-bbdc9caf75b0	0101004b-71bd-45ba-8800-26c063d45015	excessive_cookieid_sessionid
8	2023-02-11 18:09:00	click		10ee6301-62e9-4c6d-a5cd-06b455f53189	0101004b-71bd-45ba-8800-26c063d45015	excessive_cookieid_sessionid
9	2023-02-11 18:09:04	click		c1660f92-ff56-49f2-9a47-ee1f0f7c416b	0101004b-71bd-45ba-8800-26c063d45015	excessive_cookieid_sessionid
10	2023-02-11 18:09:07	click		042a2277-6846-4f4e-ad2b-efd999774d74	0101004b-71bd-45ba-8800-26c063d45015	rate_duplicateclick_partnerclickid
11	2023-02-11 18:09:30	click		e06aff2e-134d-4be7-93e6-3fb4db87a4e4	0101004b-71bd-45ba-8800-26c063d45015	excessive_cookieid_sessionid
12	2023-02-11 18:10:39	click		0cf49a5e-1573-4429-b192-89e1cd92ace0	0101004b-71bd-45ba-8800-26c063d45015	excessive_cookieid_sessionid
13	2023-02-11 18:11:02	click		ad58ac9e-a01a-43bb-afbb-03b44b9779f2	0101004b-71bd-45ba-8800-26c063d45015	excessive_cookieid_sessionid
14	2023-02-11 18:12:26	click		b347c850-6a68-4208-8940-50a2ce60c36d	0101004b-71bd-45ba-8800-26c063d45015	excessive_cookieid_sessionid
15	2023-02-11 18:13:06	click		65f3737e-0ad0-46ef-961b-88faf76b9211	0101004b-71bd-45ba-8800-26c063d45015	excessive_cookieid_sessionid
16	2023-02-11 18:13:43	click		7cf70266-c354-45a0-91c8-1994e862892d	0101004b-71bd-45ba-8800-26c063d45015	excessive_cookieid_sessionid
17	2023-02-11 18:17:22	click		03e138b6-687a-403d-9bfb-28c2107ad094	0101004b-71bd-45ba-8800-26c063d45015	excessive_cookieid_sessionid
18	2023-02-11 18:19:00	click		578f33e8-3e04-4ae4-a9d0-86e5875c3fcc	0101004b-71bd-45ba-8800-26c063d45015	excessive_cookieid_sessionid
19	2023-02-11 18:20:36	click		3f68ed22-00d4-4a90-a944-9a1abc43a87f	0101004b-71bd-45ba-8800-26c063d45015	excessive_cookieid_sessionid
20	2023-02-11 18:20:59	click		5b0a1e34-d650-430e-8c3d-47c07e5f57d8	0101004b-71bd-45ba-8800-26c063d45015	excessive_cookieid_sessionid
21	2023-02-11 18:22:42	click		f8a24bc7-3ccb-4106-9fce-2be7da74dbe3	0101004b-71bd-45ba-8800-26c063d45015	excessive_cookieid_sessionid
22	2023-02-11 18:30:41	click		88967cb8-3df7-4c8d-8f70-de9e1cee38b8	0101004b-71bd-45ba-8800-26c063d45015	excessive_cookieid_sessionid
23	2023-02-11 18:31:08	click		307809ba-61ed-40ad-930f-497b2db1bdef	0101004b-71bd-45ba-8800-26c063d45015	excessive_cookieid_sessionid
24	2023-02-11 21:43:55	click		42d03474-3e86-4e6f-95f2-0f055498c16a	0101004b-71bd-45ba-8800-26c063d45015	rate_uniquecount_campaign_attribute_glob...

Threat

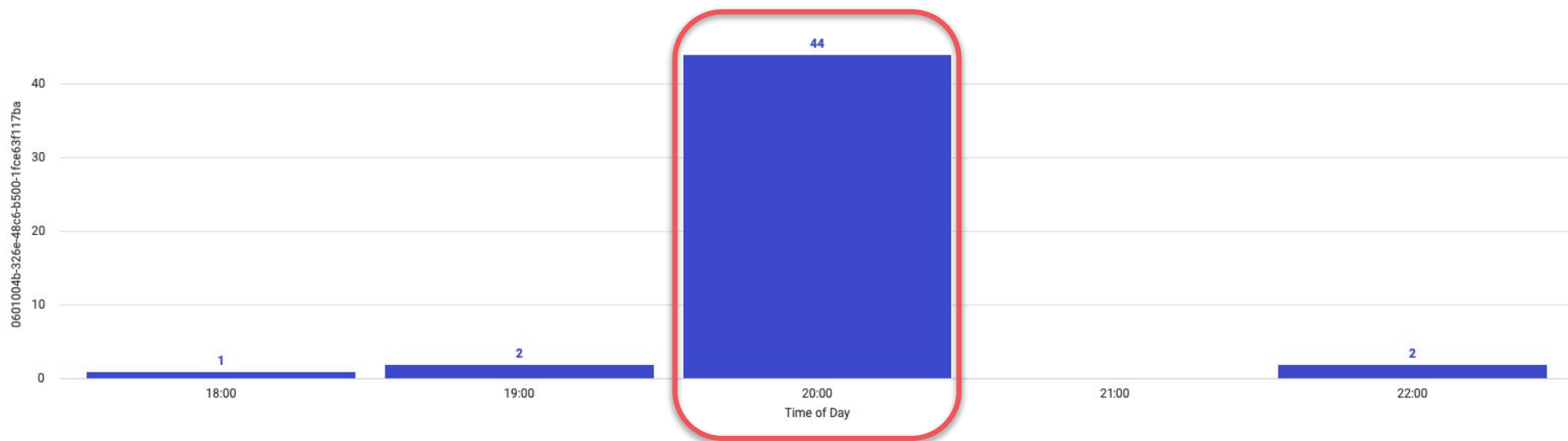
Excessive Cookie ID Session ID

This is a hyper engaged user that had excessively clicked on ads multiple times.

This is when a users journey has an excessive number of different sessions, often from the same partner. Bad actors generating high and frequent ad engagement of users in an attempt to cause misattribution (cookie stuffing) is a typical threat across performance advertising

Excessive Cookie ID Session ID

The example below shows that the device with the global cookie ID “0601004b-326e-48c6-b500-1fce63f117ba” had **44 sessions within an hour**.



Threat

Known host IP addresses

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Traffic originating from a server (host) is very rarely a real user and far more likely to be a bot application or used as an anonymiser. TrafficGuard will proactively invalidate traffic coming from these sources.

Know host IP address

This example shows Clicks coming from ISPs that are known Data Centers and Hosting servers such as **hosting servers 1, 2, 3 and 4**.

Threat = known_hosts_ip_global ✕ Group by: ISP ↓ 🔍 ☰

ISP	Gross clicks ▾	Invalid clicks	Invalid click rate	Gross conv.	Invalid conv.	Invalid conv. rate
Total	112,994	17,611	15.59%	4,711	389	8.26%
Total: Filtered	2,593	2,593	100.00%	20	20	100.00%
	690	690	100.00%	6	6	100.00%
	423	423	100.00%	2	2	100.00%
	375	375	100.00%	0	0	-
	158	158	100.00%	0	0	-

Threat

Rate Duplicate Click Partner Click ID

These are multiple clicks that occur within a very short period of time. These can happen when a bot application periodically crawls an impression/click link or ad stacking occurs.

Multiple clicks are logged under the same partner click ID and are registered under the same impression/click. These duplicate clicks add no value to your business.

Rate Duplicate Click Partner Click ID

This user fired **6 consecutive clicks** within minutes, all under the **same partner ID**.

Event Time	Event Type	Transaction Status Reason	Partner Click ID	IP Address	Gross Click	Invalid Click
2023-02-11 11:36:30	click	rate_duplicateclick_partnerclickid	148Tn0Wq6xyNU4N11O2HF3J-UkA3fR2hwTCd3g0	2a03:b0c0:1:d0::5e2:6001	1	1
2023-02-11 11:47:59	click	rate_duplicateclick_partnerclickid	1Kc3p6Wq6xyNTcx3-GRJm3gFUkA3fRx7XTaaUk0	2a03:b0c0:1:d0::5e2:6001	1	1
2023-02-11 11:48:00	click	rate_duplicateclick_partnerclickid	1Kc3p6Wq6xyNTcx3-GRJm3gFUkA3fRx7XTaaUk0	2a03:b0c0:1:d0::5e2:6001	1	1
2023-02-11 11:57:15	click	rate_duplicateclick_partnerclickid	WzEx19WM0xyNULzWvCybyRYIUkA3fTz-FXDz2c0	2a03:b0c0:1:d0::5e2:6001	1	1
2023-02-11 11:57:18	click	rate_duplicateclick_partnerclickid	WzEx19WM0xyNULzWvCybyRYIUkA3fTz-FXDz2c0	2a03:b0c0:1:d0::5e2:6001	1	1
2023-02-11 11:58:59	click	rate_duplicateclick_partnerclickid	WzEx19WM0xyNULzWvCybyRYIUkA3fTz-FXDz2c0	2a03:b0c0:1:d0::5e2:6001	1	1
2023-02-11 12:00:07	click	rate_duplicateclick_partnerclickid	WzEx19WM0xyNULzWvCybyRYIUkA3fTz-FXDz2c0	2a03:b0c0:1:d0::5e2:6001	1	1
2023-02-11 12:01:11	click	rate_duplicateclick_partnerclickid	WzEx19WM0xyNULzWvCybyRYIUkA3fTz-FXDz2c0	2a03:b0c0:1:d0::5e2:6001	1	1
2023-02-11 12:02:16	click	rate_duplicateclick_partnerclickid	WzEx19WM0xyNULzWvCybyRYIUkA3fTz-FXDz2c0	2a03:b0c0:1:d0::5e2:6001	1	1
2023-02-11 12:06:50	click	rate_duplicateclick_partnerclickid	148Tn0Wq6xyNU4N11O2HF3J-UkA3fT3uiSy.W80	2a03:b0c0:1:d0::5e2:6001	1	1

Threat

Anomaly Overnight Localtime

..... Anomalous volumes of transactions during night hours in the user's local timezone which is when you would expect the least amount of traffic.

Anomaly Overnight Localtime

This example shows the IP "81.178.129.114" from partner 4 clicked and converted twice between 1 - 2am on the same day.



Threat

Excessive Geospeed Journey Profile

It is normal to see variations on the user information for IP addresses on the internet, due to the fact that one IP can at times be used by more than one user because of its host number limitations, VPN etc.

On the other hand, device information should always remain the same as one device cannot be in two places at the same time or have two different OS for example.

This threat detects whether the same device has a click-to-install, impression-to-install or install-to-engagement that exceeds 500 km

Excessive Geo Speed Journey

This example shows a user that has **travelled from the United Kingdom to the United States within 8 minutes** between pageviews.

Event Time	User ID	Event Type	Transaction Status Reason	Country Name	State Name	City Name	Event Name
2023-03-12 12:28:20	54d05a0e-5574-4b5b-ba66-59f62b8d8883	event	∅	United Kingdom	England	London	pageview
2023-03-12 12:35:34	54d05a0e-5574-4b5b-ba66-59f62b8d8883	event	excessive_geospeed_journey_profile	United States	Florida	Perry	pageview
2023-03-12 12:43:14	54d05a0e-5574-4b5b-ba66-59f62b8d8883	event	∅	United Kingdom	England	Worcester Park	pageview
2023-03-12 12:45:12	54d05a0e-5574-4b5b-ba66-59f62b8d8883	event	∅	United Kingdom	England	London	pageview
2023-03-12 12:48:00	54d05a0e-5574-4b5b-ba66-59f62b8d8883	event	excessive_geospeed_journey_profile	United Kingdom	England	Leeds	pageview

Excessive Geo Speed Journey

This example shows a user that has **covered around 220 km travelling from East Grinstead to Coventry within 2 minutes** between pageviews.

Event Time	User ID	Event Type	Transaction Status Reason	Country Name	State Name	City Name	Event Name	Gross Event
2023-03-15 07:37:17	22529394-f66f-4a4b-b4b3-0b362926a62e	event	⊙	United Kingdom	England	East Grinstead	pageview	1
2023-03-15 07:37:23	22529394-f66f-4a4b-b4b3-0b362926a62e	event	⊙	United Kingdom	England	East Grinstead	pageview	1
2023-03-15 07:45:05	22529394-f66f-4a4b-b4b3-0b362926a62e	event	⊙	United Kingdom	England	East Grinstead	pageview	1
2023-03-15 07:46:16	22529394-f66f-4a4b-b4b3-0b362926a62e	event	excessive_geospeed_journey_profile	United Kingdom	England	Coventry	pageview	1

Partner Analysis



Partner 1

Partner 1 had very high invalid rates across the board.

The main threat is affecting this partner is "Excessive Cookie ID Deduplication Cookie ID"

67% of the clicks and 75% of the conversions were invalidated for this reason.

	Excessive Cookie ID Deduplication Cookie ID	Excessive Cookie ID Deduplication Cookie ID (Total)	Distribution %
Invalid Clicks	2,139	4,343	49%
Invalid Conversions	124	235	53%

Partner 2

Partner 2 had a high invalid click rate of 45.51% and a majority of the invalid clicks were coming from Known Host IP (406 invalid clicks).

The clicks generated by this partner are coming mainly from hosting/cloud servers such as **hosting server 1 and 2** **did not generate any conversions**

Partner = Lovvis Advertising SL

ISP	Gross clicks	Invalid clicks	Invalid click rate	Gross conv.
Total	112,696	17,571	15.59%	4,698
Total: Filtered	1,804	821	45.51%	34
	276	276	100.00%	0
	253	186	73.52%	0

trafficguard 