



The eCommerce Marketer's Mini Guide to Beating PPC Ad Fraud



What's Stealing
Your Ad Budget?

The Real Cost of
Ignoring Invalid
Traffic

Winning the
PPC Battle

eCommerce
Brands Using TG
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Solution See

Contact us today!



Stop Paying for Clicks That Don't Convert

Your focus is on driving sales and maximising ROI, but is your ad budget actually working for you?

Every day, existing customers, bots, scrapers, and low-intent clicks are eating into your PPC campaigns, distorting your data, and stopping you from reaching real, purchase-ready buyers.

This guide will show you how to:

- ✓ Identify and eliminate invalid traffic
- ✓ Optimise your bidding strategy to attract high-value customers
- ✓ Stop overspending on returning buyers & wasted clicks



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What's Stealing Your Ad Budget?

PPC invalid traffic and ad fraud include fake interactions, bot activity, and fraudulent clicks that drain your ad budget and distort campaign performance. It also includes customer clicks that would have come through organic search rankings anyway, meaning you're paying for traffic you should be getting for free. Here's how this impacts eCommerce campaigns

Bots & Fake Clicks

Automated scripts click your ads, inflating costs but never buying.

Competitor Price Scrapers

Bots scrape pricing data, driving up CPCs without real conversions.

Low-intent clicks

Users with no intent to purchase waste ad spend that should go to genuine buyers.

Navigational Clicks from Existing Customers

Users who already know your brand click on paid ads instead of using direct search or bookmarks.

These invisible threats disrupt campaign performance, distort ROAS metrics, and drain the budget. But they are avoidable.

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tROAS keeps overspending on existing customers

Your budget is optimising for repeat buyers instead of finding new, high-value customers.



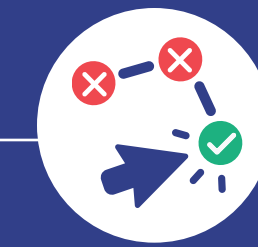
You're wasting ad spend on traffic that won't convert

Invalid clicks inflate your CPA, leaving less budget to drive genuine purchases.



Your data is lying to you

Performance reports skewed by fake traffic make it harder to scale campaigns effectively.



Competitors are exploiting your blind spots

While you're paying for fraudulent clicks—including price scraping bots—your competitors are focusing on real buyers

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Winning the PPC Battle: Smarter Bidding, Better Traffic, Higher Profits

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1. Attract New, High-Value New Active Buyers

- ◆ Redirect over-engaged customers to lower-bid campaigns, stop overpaying for acquired and loyal customers.
- ◆ Filter out duplicate clicks & non-incremental interactions, ensure spend goes to net-new customers.



2. Improve ROAS & Reduce Wasted Spend

- ◆ Detect and block price-scraping bots in real-time—protect your market share & lower CPCs.
- ◆ Analyse buyer journeys to optimise targeting—prioritise high-intent shoppers, not junk traffic.



3. Get True Performance Insights (Not Just Click Data)

- ◆ Track real user engagement—adjust bids based on genuine buyer behaviour.
- ◆ Eliminate fake clicks before they impact bidding—preserve budget for real conversions.



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eCommerce Brands Using TrafficGuard for eCommerce Solution See:



🚀 On Average 20% of wasted ad spend is reinvested into real growth opportunities

📈 5-10% increase in conversions by filtering invalid clicks

💰 Lower CAC by stopping ad fraud at the source

Ready to make every click count?

Stop focusing on clicks. Start focusing on quality buyers.

Contact us today!