



FACTr™

Fully Automated Click Tracking Reconciliation

An **Exclusive Feature** of Click Forensics For Advertisers™

Online pay-per-click advertising is the most directly measurable form of advertising and perhaps the most efficient way to generate new business. Still, with millions of online visitors viewing billions of ads every day, it can be challenging for online advertisers to connect with potential customers. To ensure the highest possible return (ROAS), advertisers must take responsibility for certifying that they get what they pay for from CPC campaigns. **FACTr**, a feature available only with the Click Forensics for Advertisers service, automates the entire process.

Click Forensics for Advertisers is a hosted application service designed to detect, report and prevent low-quality traffic from entering online advertising campaigns. Many ad providers will issue credits for invalid or fraudulent clicks provided there is enough documented evidence. Ad providers can also improve traffic quality for future campaigns if they receive constant feedback and evidence from advertisers regarding the quality of traffic delivered.

Click Forensics has partnered with major ad providers to make the evidence gathering and documentation process easier for online advertisers.

FACTr™ - Fully Automated Click Tracking Reconciliation
Click Forensics' **FACTr** provides online advertisers a fully-automated submission process for invalid campaign activity evidence. The evidence report is a verifiable third party audit containing a click-for-click breakdown of invalid activity enabling participating advertisers to seek credits from ad providers like Yahoo!, Google, LookSmart and MIVA.

These are the first search ad providers to be fully-integrated into the Click Forensics for Advertisers offering and to accept electronic traffic quality reports on behalf of advertisers.



It Starts with a Single Click

Once an advertiser has enabled Click Forensics for Advertisers and had their account set-up for **FACTr**, they simply sit back and let Click Forensics do all the work.

- **On-Demand**

Advertisers have control of when credit requests are filed, simply by clicking the Submit button and setting the evidence process in motion.

- **Automate It**

By selecting the Automatic Submission option, Click Forensics will automatically file an evidence report to LookSmart each month.

After the evidence report is submitted, a Click Forensics Risk Analyst will work directly with ad providers to ensure that the findings of the report are communicated and well documented from a technical standpoint, as well as answer any of Yahoo's questions regarding the evidence.

Finally, the ad providers will determine their course of action which the Click Forensics Risk Analyst will report to the Advertiser. The status of the credit request is continually updated and can be viewed online by the advertiser anytime during the reconciliation process.

Click Forensics Core Technology

The brain of every Click Forensics product is the Traffic Quality Engine. The engine analyzes PPC traffic data with sophisticated patent pending heuristics and data mining techniques to score the relative merit of every click, every visitor, and every site. Three main categories of data are analyzed:

- **Attributes:** technical and economic attributes of every click include IP address, proxy server traffic, bot characteristics, originating location, HTTP header characteristics, visitor profile characteristics and cost-per-click.
- **Behavioral:** click-through behavior such as visit depth, time on site, viewing patterns, and time between clicks.
- **Community:** comparative data is available across a community of advertisers, networks, and publishers for correlation, validation, and continuous improvement to the algorithms.

About Click Forensics

Click Forensics, Inc., based in Austin, TX, was born out of the need for more accountability in the online pay-per-click marketplace. Click Forensics sets the standard for Traffic Quality Management by utilizing innovative scoring algorithms and fraud detection heuristics. Our unique scoring methodology is trusted by advertisers, publishers, ad networks, and search ad providers to improve traffic quality, decrease costs, and improve return on investment.



Learn More at ClickForensics.com or Call Toll Free **866-51-CLICK** (866-512-5425)