Version I:

WARNING: Your Pay-Per-Click Campaign May be the Victim of Click Fraud.

What was once the dirty little secret of pay-per-click advertising has suddenly become a serious concern for many businesses. Tens of thousands of advertisers are overcharged every day.

What exactly is Pay-Per-Click (PPC) fraud?

Pay-per-click fraud occurs when a person or automated robot clicks on a paid advertisement, usually a text-based ad, to cause you, the advertiser, an unnecessary expense. In many cases, PPC fraud is such a serious problem that it can substantially increase your advertising cost.

As a PPC advertiser, you need the peace of mind that your advertising efforts are not falling prey to click fraud - and if you find they are, then you need clear and precise documented evidence so you can support a claim for a refund from your PPC provider.

What you can do to protect yourself against PPC fraud

Most PPC experts would agree that an independent and unbiased report detailing the source of your PPC is the best way to monitor against PPC fraud. This information is invaluable because it's the only sure way of actually _**knowing**_ you are getting what you are paying for. And, even though the major PPC providers claim they incorporate click fraud detection to protect the advertiser - **none** of them provide a detailed audit of who clicked on your ad. Plus, none of them give you in depth information of each click source including the IP address and date and time stamp.

<div style="border:1px solid">

Unbiased pay per click monitoring

Receive completely unbiased and accurate details on the number of click throughs your campaign has received.

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<div style="border:1px solid">

Real Time pay per click auditing

Receive a detailed report delivered to your inbox each day recapping all of the paid traffic that has visited your site or log into your account 24/7.

</div>

ClickReport Stops PPC Thieves in their Tracks!

ClickReport is an absolutely FREE independent and unbiased PPC audit checking solution designed to identify if you are the victim of fraudulent clicks on your PPC advertising campaigns. **ClickReport reports exactly who has clicked on any of your pay-per-click advertisements - detailing the IP address, keyword used, cookie, or user session, together with a date and time stamp.** With **ClickReport** you'll receive an email each day recapping your PPC activities or you can log in to your account when ever you like and view real time detailed information for all your PPC campaigns.

Best of all, **ClickReport** allows you to quickly recognize at a glance the number of users that have repeatedly clicked on your ad and be able to drill down further to produce a detailed report of dates, times and frequency. **ClickReport** even provides soft warnings asking repeat visitors to bookmark your site helping you avoid higher PPC costs.

With **ClickReport** you'll be able to:

- Accurately detect and document pay per click fraud
- Recoup fraudulent click expenses from pay per click search engines
- Identify IP addresses that are frequent clickers or even fraudsters
- Receive completely unbiased and accurate details on the number of click throughs your campaign has received.
- Improve website lead generation and pay per click sales conversions rates
- Track any type of landing page .php, .html, .htm, .htms, . asp, . cfm, .cgi, .pl
- Complete IP address analysis including; IP addresses geographic location, history, date and time stamp, as well as referring URL
- Record every single IP address and individual user that clicks on your pay per click ads
- Receive real time pay per click auditing by logging into your account 24/7 and viewing exactly who has been clicking on your pay per click advertisements.
- Warn and deter fraudulent clicks with scalable messages soft, medium and strong.
- Receive a detailed report delivered to your inbox each day recapping all of the paid traffic that has visited your site.

Unlike many audit solutions which often charge hundreds of dollars per month, ClickReport is an absolutely FREE service - your account is activated instantly. All you need to do is complete a simple sign up form and ClickReport will provide you with a small piece of code for each of your campaign landing pages. Then sit back and a ClickReport will be delivered daily to your inbox - or if you prefer you may login anytime to review your audit results.

Click here to signup for a FREE ClickReport account now.

Version II:

<mark>WARNING: Your Pay-Per-Click Campaign May be the Victim of Click Fraud.</mark>

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version III:

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Dear Online Advertiser:

Did you know that a recent Washington Post article reported that Pay-Per-Click fraud may account for as much as 20 percent of the clicks in some industry sectors? In fact, the threat has become so severe that a January 2006 issue of Newsweek reported Google's CFO as identifying click fraud as a significant threat to the entire Google business model.

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With ClickReport you'll finally be able to recognize at a glance the number of users that have repeatedly clicked on your ad and be able to drill down further to produce a detailed report of dates, times and frequency. ClickReport even allows you to add soft warnings asking repeat visitors to bookmark your site helping you avoid higher PPC costs - these messages can be scaled to provide stronger messages when visitors continue to abuse your PPC campaigns.

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- Receive completely unbiased and accurate details on the number of click throughs your campaign has received.
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