In Demand Click Fraud Protection Offered By Adodo Consultancy

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Adodo Consultancy Services Limited, a consultancy business in Nottingham, United Kingdom, has today released new information on how to prevent click fraud from happening. Their goal is to help businesses protect their Google Ad budget so that their ads can have a greater impact on the bottom line. This is achieved through Shield Protection, which can be reviewed on http://www.hangoutlocalhelp.com/shield/ It is hoped that this will assist more businesses to attract more real traffic to their website.

"It is so important to actually protect the money that you spend on Google Ads", says Tim Glynn from Adodo Consultancy Services Limited. "Indeed, this will have a tremendous effect on the overall results of an ad campaign. Thanks to Shield Protection, we can help our clients to identify spy technology and stop competitors from making invalid clicks, thereby effectively wasting an ad budget."

Click fraud means that others click on advertisements with the intent to be fraudulent. They do this as a way to attack competitors, as it leads to budgets being exhausted quickly, forcing them to spend more or drop out of the advertisement campaign. A number of methods are being used to commit click fraud. Manual clicking is the most common, often through click farms. This means that people are actually paid to click on

advertisements. Others use pay-to-click sites, which are essentially publisher-created pyramid schemes, or even click bots, which automatically click on advertisements. In the worst case scenario, they use botnets, which is essentially where a computer that click bots use is hijacked. People can read more at the Google Ad Traffic Quality Resource Centre about how click fraud happens and why.

What Adodo Consultancy does is use competitor detection technology in order to spot the various spy technologies and manual clickers that are committing click fraud on their clients' account. Once identified, they immediately block the person or the click bot from being able to click on any more advertisements from their client. This means that those who do click on any ads do so because they are genuinely interested, leading to a greater bottom line.

The company also offers various other tools to help their clients' increase their online visibility. Furthermore, they are committed to their social responsibility, believing that a community focus should be at the heart of their operations. As can be seen on https://www.facebook.com/askadodo, their Facebook community, a percentage of their revenue gets donated to the Adodo Community Initiative. "The Adodo Community Initiative began in July 2000. It was set up to help Schools, Charities and other non-profit organisations with projects that required small amounts of funding. Adodo donates a percentage of each customer's total spend to a school, charity or community project of their choice."

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The team at Adodo have been helping local businesses grow their businesses for 35 years now. We're a friendly bunch, come join the party.

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