



Craig Jaffe Research 360° Leadership in Research & Analytics

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GOOGLE SELLING INVALID TRAFFIC (ADDENDUM)

There are a couple of reasons why Google is the focus here.

Since Google's YouTube is the dominant company in the online video marketplace, it serves as a reference for this problem and warrants special attention from those of us involved in seeking solutions to improve digital measurement.

Second, although Google's YouTube is typically regarded for its relatively effective detection of invalid traffic, recent examination of YouTube indicates it may still be susceptible to simple attacks from fraudsters.

Lastly, there were recent instances when Google charged brands for advertisements served on YouTube even when the video platform's fraud-detection systems seemed to have identified that its viewers were robots rather than human beings.

I can't speak on behalf of Google regarding how it currently decides to communicate the features of its advertising services. I am eager to learn more about its disclosures. If it isn't doing so already, I would encourage Google to be transparent about what advertisers can expect when deals are negotiated for running ads on YouTube.

At the same time, I would hope the advertisers wouldn't be complacent about accepting conditions from Google that those advertisers deem to be bad for its businesses, like willfully paying for video views that are bots.

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About Craig Jaffe Research 360°:

Craig Jaffe Research 360° is a research and analytics consultancy that advises how consumer trends, behavioral shifts and attitudinal dynamics can be leveraged and monetized. The consultancy is hired to perform Analytics, Ad Sales Research, Program Research, and Consumer Insights. It utilizes a variety of resources -- such as Nielsen, MRI, comScore, Rentrak, and others -- and employs data science, research, and analytic techniques while working with media and marketing companies operating in the television, digital, and social marketplaces. Craig Jaffe Research 360° helps television networks and websites increase ad sales and audiences, and helps advertising and media agencies activate consumer purchase behavior.