

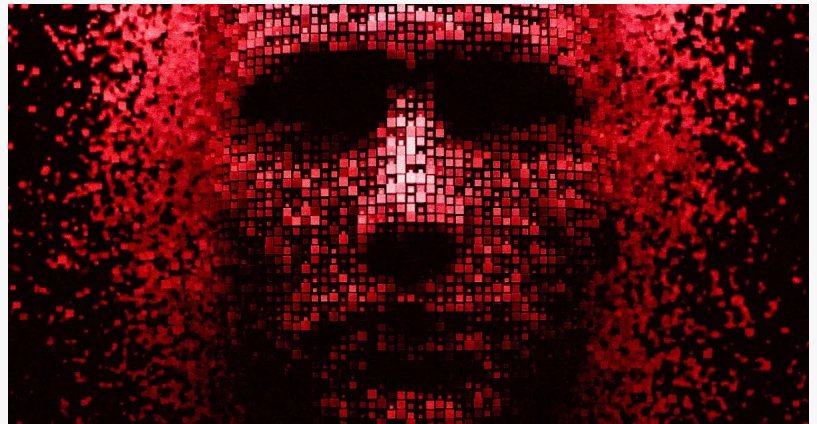
# Small Businesses Beware of Click Bots and the Hidden Dangers of Digital Advertising

*Companies lose billions of dollars to click bots every year. Here are the safest places to advertise.*

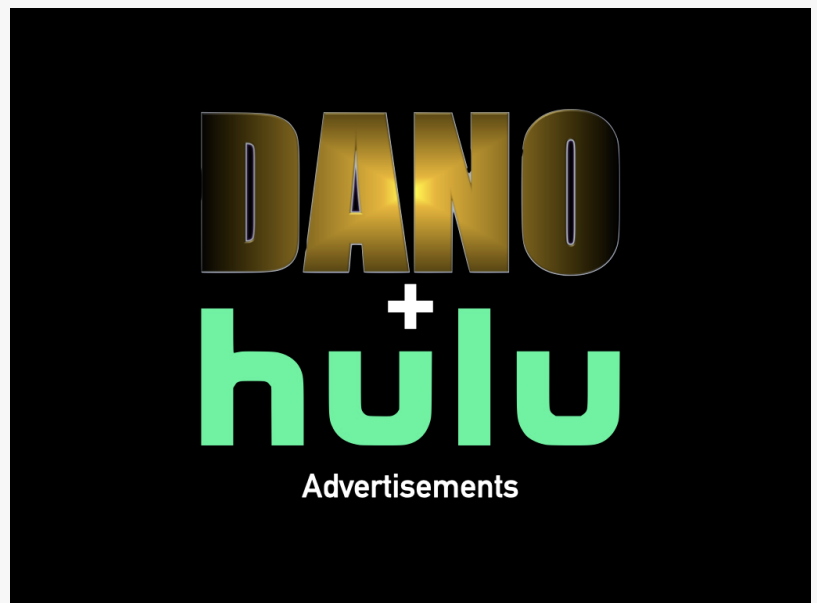
LOS ANGELES, CALIFORNIA, UNITED STATES OF AMERICA , March 20, 2023 /EINPresswire.com/ -- As digital advertising continues to surge in popularity, small businesses must remain vigilant about the potential risks associated with internet marketing on search engines and social media platforms. While these channels have become increasingly attractive due to their targeting capabilities and widespread reach, the truth is that traditional advertising methods, such as television, radio, billboards, and streaming TV, offer a more transparent and reliable approach.

Understanding Click Bots and Their Impact on Digital Advertising  
With the growing issue of click bots – programs that impersonate human behavior on websites and search engines – costing companies millions in ad fraud each year, small businesses should reconsider the value of traditional advertising to protect their investments and ensure genuine results.

Click bots are designed to follow specific commands, such as scrolling, moving the mouse, and clicking on ads while appearing as legitimate users. Although Google Analytics has become proficient in identifying such bots, [sophisticated](#) click bots that deceive Google Analytics are now



Click Bots are a new costly form of AI.



DANO Network is a Hulu advertising partner.

available on sites like 10khits.com. These deceptive programs can cause small businesses to pay for clicks not generated by genuine users, leading to wasted advertising budgets and disappointing results.

In a recent example, a small business owner paid for website promotion on LinkedIn, only to find that while they were charged for 682 website clicks, Google Analytics recorded a mere 15 visits. This discrepancy highlights the prevalence of click bots and the need for small businesses to be cautious when investing in digital advertising.

#### Lack of Transparency and Third-Party Auditing

Adding to the concerns, most internet advertisers restrict the use of third-party companies to audit results, further diminishing transparency in the advertising process. This lack of transparency in delivery and reporting presents a significant challenge to digital advertising. With the impending loss of third-party cookies, marketers may feel powerless in demanding change.

Moreover, click fraud and the ability to track real ROI are major concerns for businesses investing in digital advertising. Larger brands have discovered that digital ads can be fraudulent or ineffective in driving results. To ensure a wise investment, companies must track clicks, conversions, and long-term value of clients or risk wasting resources on deceptive or unproductive advertising methods. Utilizing first-party cookie proxies can provide insight and enable brands to maintain control over their own traffic.

#### Alternative Advertising Options: [Streaming TV Ads](#)

As a result, platforms like [DANO Network](#) are encouraging small businesses to explore advertising alternatives such as streaming TV ads. Contrary to popular belief, these ads can be affordable. DANO Network is a Hulu advertising partner and even offers commercial production services. Either way, streaming TV ads provide greater transparency and a more reliable way to reach potential customers, ensuring that advertising budgets are spent more effectively.

In fact, large corporations, like PepsiCo, have started moving their advertising in-house, reducing dependence on ad agencies. Consequently, these brands are shifting their ad focus from social media and search engines to streaming TV platforms. The trend towards in-house advertising and the increased use of streaming TV ads by major companies provide valuable insights for small businesses looking to maximize their advertising returns.

#### Conclusion: Navigating the Evolving World of Advertising

The bottom line is that small businesses need to be aware of the potential risks associated with digital advertising, particularly on search engines and social media platforms. By considering alternative advertising methods, such as streaming TV ads, businesses can protect themselves from the dangers of click bots and other fraudulent practices. Transparency, vigilance, and a focus on real ROI are essential for businesses to succeed in the evolving world of advertising.

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