

\$aveMyBudget

CASE STUDY · SEPTEMBER 2026

The cost of invalid clicks in three industries

What e-commerce stores, local service businesses and B2B lead-gen teams pay for clicks that were never going to buy — and how much of it is recoverable. All figures in USD.

What is an invalid click?

Google's own definition: any click on your ad that does not come from a person with genuine interest in what you're advertising. You are not meant to pay for these. [1][2]

Automated

Bots, crawlers, click farms and "deceptive software" clicking ads at scale. Automated traffic passed human traffic for the first time in 2024: **51%** of all web traffic, **37%** from malicious bots. [1][3]

Deliberate

People clicking to inflate someone's costs — competitors draining a rival's daily budget, or publishers clicking ads on their own sites to earn revenue. Google lists both as invalid. [1][2]

Accidental

Double-clicks, mis-taps on mobile placements, clicks from poor ad placement. No intent, no purchase, still a charge if it slips through. [1]

How Google handles it

Google filters most invalid traffic automatically (200+ filters, real-time and retrospective) before you're billed, and adds an "invalid activity" credit to a later invoice when it finds more. [2][4] Anything its systems don't classify as invalid is billed as a normal click — and that gap is what the rest of this deck measures. Advertisers can ask for a manual investigation on clicks up to 60 days old. [2][5]

Roughly 1 in 12 paid clicks is invalid

8.5%

average invalid rate across 2.7 billion paid clicks, six ad platforms, Aug 2024–Jul 2025 (Lunio) [6][7]

11.4%

average invalid rate on Google Ads, 104M clicks across 43,701 accounts, 6 months to Feb 2026 (Fraud Blocker) — up from 5.9% in 2010 [8][9]

Global losses — estimates vary by method

Spider AF, 2024 actual		\$37.7B
Lunio, 2025 actual		\$63B
Juniper Research, 2023		\$84B
Juniper, 2028 forecast		\$172B

Juniper: 22% of \$382B global digital ad spend lost in 2023. [10][11][12][6]

Invalid share of paid clicks by platform, 2025 [6][13]

Google Search		5.2%
Google (all channels)		7.6%
Meta		8.2%
Microsoft / Bing		10.3%
Google Display		12.0%
X / Twitter		12.8%
LinkedIn		19.9%
TikTok		24.2%

Independent verification firms measuring already-filtered enterprise buys report far lower rates (IAS 1.1%, DoubleVerify 0.5% [14][15]); the industry body TAG puts unfiltered display/video IVT at 9.96% [16]. The SMB paid-search figures above are the relevant ones for the businesses in this deck. All click-fraud-protection vendors have a commercial incentive; where possible we quote two that agree.

What Google credits vs what independent tools detect

Same accounts, same clicks, same quarter. Google's filters do most of the work; the remainder is billed as ordinary clicks.
[8][17][18][19]

VERTICAL (US GOOGLE ADS, Q1 2026 UNLESS NOTED)	GOOGLE REPORTED INVALID	INDEPENDENTLY DETECTED	GAP (PER FRAUD BLOCKER)	SAMPLE
All verticals	10.4%	16.2%	5.8 pts	48M clicks, 23k campaigns, \$42.4M spend
Legal	10.9%	14.7%	3.8 pts	50+ accounts, 36.6k clicks, \$365.8k spend
Home services (Apr 2025–Mar 2026)	8.6%	12.5%	3.9 pts	100+ accounts, 1M+ clicks, ~\$1M spend
Finance & insurance	5.9%	11.4%	5.5 pts	40+ accounts, 365k clicks, \$1M+ spend

4–6 pts

of spend is the gap in Fraud Blocker's 2026 samples — clicks its tool classifies as invalid that Google's reporting did not. On \$10k/month that would be \$400–600 a month. [17][18][19]

+9.5%

additional invalid clicks per month blocked beyond Google's filters across Lunio's customer base, saving ~6.4% of spend. [20]

<0.02%

of clicks were credited reactively after advertiser reports, per a 2007 Google statement. Google publishes no current invalid-click or credit totals; its Ads Safety Reports do not cover them. [21][22]

D2C Shopify store, \$15,000/month on Google Search + Shopping

What the data says about retail

- Google Shopping clicks: **7.5%** invalid in Q2 2026 (Lunio, 414M retail clicks) and **7.9%** (Fraud Blocker) — two vendors, one number. [\[23\]\[8\]](#)
- Shopping invalid rate rose **+80%** from Q4 2025 (4.2%) to Q2 2026 (7.5%); AI Max campaigns carry 72% more invalid traffic than standard Search. [\[23\]\[24\]](#)
- Retail overall: 6.0% (Lunio 2025) to 18.3% (Fraud Blocker client data). [\[6\]\[9\]](#)
- Median Search CPC: Shopping/Gifts \$4.14, Apparel & Jewelry \$4.44 (WordStream 2026). [\[25\]](#)
- 35.7% of Black Friday site visits came from bots or fake users (CHEQ, 2021 — site traffic, not paid clicks). [\[26\]](#)

Published cases

- **Sparkles.io** (D2C personalised products, €1M+/yr Search): 66,000 invalid clicks in one quarter; savings €382k in 2022 **≈ \$435k**, €548k in 2023 **≈ \$624k**. [\[27\]](#)
- **Take Some Risk** (e-com agency): 40% cleaner traffic, **\$30,000/month** saved. [\[28\]](#)
- **Motogolf.com** (online golf retailer): competitor manually drained daily budgets; \$5,000+ alleged in lawsuit. [\[29\]](#)

Illustrative model — our assumptions, sourced rates

Monthly spend (Search + Shopping)	\$15,000
Blended invalid rate (7% — between Search 3.1% and Shopping 7.5–7.9% for retail [23][8])	7.0%
Invalid clicks, per month (gross, before Google's own credits)	\$1,050
Per year	\$12,600
Google's own filters typically credit ~50–75% of what independent tools detect [17][18][19] — assume 60%	≈ \$7,500
Still billed, potentially claimable	≈ \$5,100/yr

Redirected to valid clicks at the 3.3× median D2C ROAS [\[30\]](#), \$12,600 would be ≈ \$41,000 of revenue. Invalid clicks also feed Smart Bidding's signals, which credits do not undo. [\[31\]](#)

\$500k

Lunio's own model: a \$10M/yr retailer at a 5% invalid rate wastes about \$500,000 a year. [\[23\]](#)

Plumbing / home-services firm, \$5,000/month on Google Search

Why local is expensive to get wrong

- Median CPC 2025–26: Plumbing **\$10.49**, HVAC \$9.68, Roofing \$10.70, Electricians \$12.18, Attorneys \$9.87, Dentists \$8.00. Each invalid click costs almost 2× the all-industry median (\$5.42). **[32][25]**
- Home-services accounts: **12.5%** invalid detected vs 8.6% Google-reported — a 3.9-point billed gap (~\$0.15 per click). **[18]**
- Legal accounts: 14.7% detected vs 10.9% credited. **[17]**
- 52% of small businesses have a total marketing budget under \$1,000/month — a drained morning budget is the whole day's leads. **[33]**
- Competitor clicking is real but a minority of invalid traffic (~17% in Lunio's 2021 breakdown; bots 38%). **[34]**

Published cases

- **Palace Plumbers** (UK, 12 staff, £3,000/mo **≈ \$3,970**): budget exhausted 10am–12pm daily by a suspected competitor; "a couple of thousand pounds" (≈ \$2,650) lost before it was caught. **[29]**
- **Australian waste-disposal firm**: same device IDs clicking 5 of 6 local competitors' ads; traced to the sixth. **[35]**
- **Rothenberg Law Firm**: 6,195 clicks blocked, 31% cleaner traffic, **\$67,948** saved. **[36]**
- **Real-estate agency** (40+ sites): ~10% invalid on average, one San Antonio realtor at ~40%. **[37]**

Illustrative model — our assumptions, sourced rates

Monthly spend	\$5,000
Clicks at \$10.49 CPC [32]	≈ 477
Invalid clicks at 12.5% [18]	≈ 60 / mo
Invalid clicks, per month (gross, before Google's own credits)	\$625
Per year	\$7,500
Google's own credits at 8.6% [18]	≈ \$5,160
Still billed, potentially claimable (3.9 pts)	≈ \$2,340/yr

Fraud Blocker's own ladder gives the same result: \$1k/mo → \$468/yr, \$5k → \$2,340, \$10k → \$4,680 unrefunded. **[18]** At a \$129 cost per plumbing lead **[32]**, \$7,500 is the price of ~58 real leads a year.

Older sector data — handle with care

ClickCease's 2019–20 SME study (1.8B clicks) reported locksmiths 53%, plumbers 46%, pest control 62% invalid, with competitor-click peaks of 81–88% during lockdown. These numbers are still recycled as "2026 statistics" across vendor blogs; they are six years old and pandemic-inflated. **[38]**

B2B SaaS, \$30,000/month split across LinkedIn and Google Search

Where the money leaks in B2B

- Lead-gen advertisers see **32% more** invalid traffic than e-commerce brands. [7]
- LinkedIn: **19.9%** invalid across all industries; **15.3%** for IT & Security advertisers (64M clicks, Q3 2025–Q1 2026), rising quarter on quarter; 36% for banking & lending. Google blended for IT: 3.9%. [13][40][41]
- Cost per click: LinkedIn \$5.58–9.39 (B2B House, Metadata); B2B software terms \$13–19 on Google in one published case. Cost per lead: LinkedIn **\$202**, Google **\$524** (Metadata, 153 B2B advertisers). [43][42][29]
- **25%** of lead-gen form submissions are invalid (Anura); **14.1%** of 4M B2B demo-form submitters were disqualified as spam/unqualified (Chili Piper). [44][45]
- 69% of performance marketers report fake leads from paid campaigns. [46]

Published cases

- **Canto** (B2B SaaS, DAM): ~**\$67,400/month** lost to invalid traffic before protection; +\$350k qualified pipeline in the first two months after. [47]
- **REVIEWS.io** (B2B software): ~9% invalid clicks at \$13–19 CPC; repeated competitor clicks from one device on the most expensive terms. [29]
- **Unnamed LinkedIn advertiser**: 400 fake leads in 60 days. [48]

Illustrative model — our assumptions, sourced rates

LinkedIn: \$15,000 × 15.3% invalid [40]	\$2,295 / mo
Google Search: \$15,000 × 3.9% invalid [40]	\$585 / mo
Invalid clicks, per year (gross, before platform credits)	\$34,560
Fake leads at 25% of ~100 monthly form fills (at the CPLs above) [44][42]	≈ 25 / mo
Sales time chasing fake leads (CHEQ's estimate: ~\$20,000 per rep per year) [49]	\$20,000 / rep
Direct + downstream, one rep	≈ \$54,600/yr

Only the Google Ads share (~\$7,000/yr gross) is within scope of a Google invalid-click investigation; LinkedIn runs its own filtering and publishes no invalid-click rate. [50] The bigger B2B cost is indirect: 22% of marketing leaders name corrupted CRM data as invalid traffic's most damaging effect, and B2B sales teams estimate 32% of their CRM data is flawed. [51]

\$295k

a year wasted by a representative \$5M/yr financial-services advertiser at \$11.50 CPC — ≈ \$887k of lost revenue at 3:1 ROAS (Lunio, 86M clicks). [41]

Claims: how the process works and how often it pays

Google's invalid-click investigation [2][5]

- **60-day** look-back window from the click date.
- Filed through the Click Quality Form by an account admin; requires click IDs (GCLIDs), IP addresses, timestamps, keywords, date range and ideally server logs.
- Google reviews in several business days and issues a billing credit — never cash — on a later invoice.
- New in 2025: an Invalid Activity Credit report in Google Ads shows credited clicks and spend per campaign. [52]
- The most common rejection reason is insufficient evidence. [5]

SaveMyBudget works on top of Google's filtering. Google's systems catch the majority; the claim process exists for the remainder, and it rewards evidence.

~5–10%

of self-filed claims or contested clicks approved, in the experience of two protection vendors; when approved, 30–50% of the amount requested. Not Google data. [5][53]

8–15%

of audited spend recovered, according to one ad-audit firm working from full click logs (its own press release; \$100M+ refunds claimed for 2025). [54]

5.3%

of senior marketers use a dedicated invalid-traffic platform, although 75.6% say they lose more than 5% of monthly budget to it. [55]

None

— we found no independent survey of how many advertisers have ever filed a claim, or of success rates. Google last published a reactive-credit rate in 2007 (<0.02% of clicks). [21]

The evidence gap is the success gap

Vendors agree on one thing: self-filed claims mostly fail for lack of evidence, and claims backed by per-click logs appear to fare better. Google states the same requirement — click IDs, IPs, timestamps, logs. Whether a claim succeeds is Google's decision. [5][53][54]

How much budget is being wasted — three businesses

	E-COMMERCE (SHOPIFY D2C)	LOCAL SERVICE BUSINESS	B2B SAAS LEAD GEN
Monthly paid spend (model)	\$15,000	\$5,000	\$30,000
Channel	Google Search + Shopping	Google Search	LinkedIn + Google Search
Sourced invalid rate used	7.0% [23][8]	12.5% [18]	15.3% LinkedIn / 3.9% Google [40]
Median CPC	\$4.14 [25]	\$10.49 [32]	\$9.39 / \$5.87 [42][25]
Invalid clicks, per year (gross, before credits)	\$12,600	\$7,500	\$34,560
Invalid share of budget (gross)	7.0%	12.5%	9.6%
Google's own credits absorb (est., ~60%)	≈ \$7,500	≈ \$5,160	≈ \$4,200 (Google share only)
Billed and potentially claimable, per year	≈ \$5,100	≈ \$2,340	≈ \$2,800 (Google) · LinkedIn out of scope
Hidden cost	Smart Bidding trained on bot clicks; ≈ \$41k revenue if redirected to valid clicks at 3.3× ROAS	The price of ~58 real leads a year at \$129 CPL	~25 fake form fills a month; ~\$20k per rep per year in follow-up (CHEQ estimate)

\$7.5k–\$35k

a year of invalid clicks at \$5k–\$30k monthly budgets, before Google's own credits; roughly \$2.3k–\$5k of it still billed and claimable. Models above.

\$12–15k

a year lost by a typical \$10k/month Google Ads advertiser (CHEQ); ClickCease's SME study put it at \$15k+ on \$9–10k/month. [56][38]

25%

of small-business PPC budgets wasted overall (WordStream, 2013 study) — invalid clicks are one slice of a broader efficiency problem. [57]

Monitor, prove, claim — no win, no fee

SaveMyBudget sits on top of Google's own protection. We watch every paid click, build the evidence Google's investigation asks for, and our team reviews and files the claim. Google decides.

1 · Monitor

One tag on your site plus a read-only Google Ads connection. Every click is scored against 20+ detection rules and network-wide intelligence — a fraudster caught in one account is flagged for every account.

2 · Prove

Per-click evidence — click IDs, IPs, devices, timing patterns — assembled into the format Google's Click Quality Form requires, verified against your actual billing.

3 · Claim

Within the 60-day window, our team reviews the evidence and files the claim. Google typically responds in days. When Google confirms a credit, we take 25% of it. If it rejects the claim, you pay nothing.

25%

of each credit Google confirms. Monitoring, dashboard, evidence and filing are free. No charge below \$10.

We do not promise refunds — Google reviews every claim and its filters already catch most invalid traffic. What we change is the evidence quality on the remainder, which is where self-filed claims fail.

[5][53]

savemybudget.io

1. **Google Ads Help** — "Invalid clicks: Definition" (answer 42995). support.google.com/google-ads/answer/42995

2. **Google Ads Help** — "About invalid traffic" (answer 11182074), incl. investigation process and 60-day window. support.google.com/google-ads/answer/11182074

3. **Imperva / Thales** — 2025 Bad Bot Report (2024 data): 51% automated, 37% bad bots. Apr 2025. imperva.com/resources/resource-library/reports/2025-bad-bot-report/

4. **Google Ad Traffic Quality** — "How we prevent invalid activity". google.com/ads/adtrafficquality/how-we-prevent-it/

5. **Fraud Blocker** — "How to get a refund for invalid clicks from Google Ads" (vendor; ~10% approval, 30– 50% of amount). Upd. Jun 2026. fraudblocker.com/articles/how-to-get-a-refund-for-invalid-clicks-from-google-ads

6. **Lunio** — 2026 Global Invalid Traffic Report / "Click fraud statistics by industry" (2.7B clicks; 8.51%; \$63B). Jan 2026. lunio.ai/blog/click-fraud-statistics-by-industry

7. **MediaPost** — "Ad spend wasted on invalid traffic reached \$63B in 2025" (lead-gen +32% vs e-com). Jan 2026. mediapost.com/publications/article/412156/

8. **Fraud Blocker** — "Invalid click rate benchmarks for Google Ads" (104M clicks, 43,701 accounts; 11.4%; by campaign type). Feb–Sep 2026. fraudblocker.com/data/invalid-click-rate-benchmarks-for-google-ads

9. **Fraud Blocker** — "Click fraud statistics" (vendor data; retail 18.3%, legal 14.7%). Jun 2026. fraudblocker.com/data/click-fraud-statistics

10. **Juniper Research** — Digital Advertising Fraud whitepaper (\$84.2B 2023; \$172.3B 2028). Sep 2023. fraudblocker.com/wp-content/uploads/2023/09/Ad-Fraud-Whitepaper_Juniper-Research.pdf

11. **Search Engine Land** — "22% of digital ad spend lost to fraud in 2023". Sep 2023. searchengineand.com/ad-spend-lost-ad-fraud-2023-432610

12. **Spider AF / Spider Labs** — 2025 Ad Fraud Report (\$37.7B; 5.1% programmatic). May 2025. spideraf.com/press-releases/spider-labs-releases-2025-ad-fraud-report-...

13. **Lunio** — "Invalid traffic rates by ad platform" (LinkedIn 19.88%, TikTok 24.2%, Meta 8.2%, Google 7.57%). 2026. lunio.ai/blog/invalid-traffic-rates-by-ad-platform

14. **Integral Ad Science** — Media Quality Report, 21st ed. (global IVT ~1.1%). Jul 2026. go.integralads.com/rs/469-VBI-606/images/AMER_MQR_21st_Edition_IAS.pdf

15. **PPC Land** — "DoubleVerify cuts fraud rate 24%" (0.5% SIVT Q1 2026). Jul 2026. ppc.land/doubleverify-cuts-fraud-rate-24-but-out-of-geo-ads-jump-12/

16. **TAG (Trustworthy Accountability Group)** — US Fraud Savings Report 2024 (9.96% unfiltered IVT; \$10.8B saved). 2024. tagtoday.net/pressreleases/tag-us-fraud-savings-report-2024-...

17. **Fraud Blocker** — "Click fraud in the legal industry" (14.7% vs 10.9%; \$10 CPC; \$4,560/yr). 2026. fraudblocker.com/articles/click-fraud/legal-industry

18. **Fraud Blocker** — "Click fraud in home services" (12.5% vs 8.6%; loss ladder). 2026. fraudblocker.com/articles/click-fraud/home-services-industry

19. **Fraud Blocker** — "Click fraud in finance & insurance" (11.4% vs 5.9%; \$12.80 CPC) and Q1 2026 Click Fraud Report (16.2% vs 10.4%). 2026. fraudblocker.com/articles/click-fraud/finance-industry/what-is-click-fraud

20. **Lunio** — "Google invalid clicks" (+9.5% blocked/month; 6.4% of spend). Sep 2025. lunio.ai/blog/google-invalid-clicks

21. **Google AdWords blog via WebmasterWorld** — "<10% of clicks filtered; <0.02% credited reactively". Mar 2007. webmasterworld.com/google_adwords/3267416-2-30.htm

22. **Google** — Ads Safety Reports 2023, 2024, 2025 (no invalid-click or credit totals published). services.google.com/fh/files/misc/ads_safety_report_2024.pdf

23. **PPC Land** — "AI Max shows 72% more invalid traffic in retail search, Lunio finds" (Shopping 7.51%; 414M retail clicks; \$500k model). Aug 2026. ppc.land/ai-max-shows-72-more-invalid-traffic-in-retail-search-lunio-finds/

24. **Search Engine Journal (Lunio partner content)** — "AI Max is sending retailers more invalid traffic". Aug 2026. searchenginejournal.com/partner-resources/ai-max-is-sending-retailers-more-invalid-traffic/

25. **WordStream / LocaliQ** — Google Ads Benchmarks 2026 (13,474 US campaigns, Apr 2025–Mar 2026; CPC & CPL by industry). 2026. wordstream.com/blog/2026-google-ads-benchmarks

26. **CHEQ** — "Bot Friday: a third of Black Friday shoppers were fake" (35.7%; \$368M). 2021–22. cheq.ai/blog/bot-friday-how-bots-and-fake-users-impact-retailers-on-black-friday/

27. **Lunio** — Case study: Sparkles.io (66,000 invalid clicks; €382k / €548k saved). 2025. lunio.ai/case-studies/sparkles-io

28. **ClickCease** — Case studies: Take Some Risk, Wit Digital, Oliverson & Huss, Mindesigns, Corkboard Concepts. clickcease.com/case-studies.html

29. **ClickCease** — "5 case studies of malicious competitor click fraud" (Motogolf, Palace Plumbers, REVIEWS.io, JustLaw). Jul 2020. clickcease.com/blog/5-cases-studies-of-malicious-competitor-click-fraud/

30. **Triple Whale** — Google Ads benchmarks for DTC (median ROAS 3.27; 21,000+ brands). 2026. triplewhale.com/blog/google-ads-benchmarks

Vendor sources (click-fraud protection, verification, bot mitigation) carry a commercial incentive and are labelled as such in the slides.

11

31. **ClickCease** — "Can click fraud hurt performance even if some invalid clicks are refunded?" Apr 2026. [clickcease.com/blog/can-click-fraud-hurt-performance-even-if-some-invalid-clicks-are-refunded/](#)

32. **LocaliQ** — Home Services Search Advertising Benchmarks (3,211 US campaigns; Plumbing \$10.49 CPC / \$129 CPL; HVAC, Roofing, Electricians). 2025. [localiq.com/blog/home-services-search-advertising-benchmarks/](#)

33. **LocaliQ** — Small Business Marketing Trends Report 2026 (52% under \$1,000/mo). Feb 2026. [localiq.com/blog/small-business-marketing-trends-report-2026/](#)

34. **Lunio** — "Is competitor click fraud real?" (competitors 17% of click fraud; bots 38%). 2021, upd. [lunio.ai/blog/is-competitor-click-fraud-real](#)

35. **ClickCease** — "Competitor click fraud: a case study" (Australian waste-disposal firms). Feb 2020. [clickcease.com/blog/competitor-click-fraud-a-case-study/](#)

36. **ClickCease** — Case study: The Rothenberg Law Firm / [injurylawyer.com](#) (\$67,948; 6,195 clicks). [clickcease.com/case-studies/injury-lawyer.html](#)

37. **ClickCease** — Case study: Eric B. Preston real-estate sites (~10%; one realtor ~40%). [clickcease.com/case-studies/eric-preston.html](#)

38. **ClickCease** — "The State of Click Fraud in SME Advertising" (1.8B clicks, May 2019–May 2020; 14.1% avg; sector rates; \$15k+/yr SME loss). 2020. [clickcease.com/documents/The-State-of-Click-Fraud_bg_2c-.pdf](#)

39. **Google Local Services Help** — "About automated credits for invalid leads" (answer 15100654). [support.google.com/localservices/answer/15100654](#)

40. **PPC Land** — "LinkedIn drives the most bot clicks per ad dollar" (Lunio IT & Security report: LinkedIn 15.34%, Bing 11.63%, Meta 5.37%, Google 3.90%; 64M clicks). Jun 2026. [ppc.land/linkedin-drives-the-most-bot-clicks-per-ad-dollar-new-report-finds/](#)

41. **PPC Land** — "Banking ads lose \$295k yearly to fraud, Lunio finds" (86M clicks; LinkedIn 36.08%). Jul 2026. [ppc.land/banking-ads-lose-295k-yearly-to-fraud-lunio-finds/](#)

42. **Metadata.io** — 2026 B2B Paid Media Benchmark Report / "LinkedIn Ads cost for B2B" (\$57.6M spend; CPC \$9.39; CPL LinkedIn \$202, Google \$524). 2026. [metadata.io/benchmark-report-2026](#) · [metadata.io/linkedin-ads-cost-b2b](#)

43. **The B2B House** — LinkedIn Ads Benchmarks (CPC \$5.58–6.40; CPL \$15–350). Dec 2025. [theb2bhouse.com/linkedin-ad-benchmarks/](#)

44. **Anura** — Ad fraud statistics (25% of lead-gen form submissions invalid, 2024). 2025–26. [anura.io/fraud-tidbits/ad-fraud-statistics](#)

45. **Chili Piper** — Form Conversion Rate Benchmark Report (14.1% of ~4M B2B demo-form submitters disqualified). 2025. [chilipiper.com/post/form-conversion-rate-benchmark-report](#)

46. **Lunio** — "The cost of invalid traffic" (69.1% of performance marketers report fake leads). 2024–26. [lunio.ai/blog/cost-of-invalid-traffic](#)

47. **Lunio** — Case study: Canto (\$67,400/mo lost pre-protection; +\$350k pipeline). [lunio.ai/case-studies/canto](#)

48. **Spider AF** — "Fake leads are draining your LinkedIn Ads" (400 fake leads / 60 days). 2025. [spideraf.com/articles/fake-leads-are-draining-your-linkedin-ads-...](#)

49. **CHEQ** — "Fake lead fraud protection" (~\$20,000 and 550 hours per rep per year; ZoomInfo via CHEQ). 2023–24. [cheq.ai/blog/fake-lead-fraud-protection/](#)

50. **CHEQ** — "Eliminating invalid clicks on your LinkedIn campaigns"; ClickZ — "Does LinkedIn have an invalid click problem?" [cheq.ai/blog/eliminating-invalid-clicks-on-your-linkedin-campaigns/](#) · [clickz.com/does-linkedin-have-an-invalid-click-problem/46111/](#)

51. **PPC Land** — "B2B sales teams estimate 32% of their CRM data is flawed, Firmable finds" (incl. Lunio survey: 22.1% name corrupted CRM data as most damaging IVT effect). Sep 2026. [ppc.land/b2b-sales-teams-estimate-32-of-their-crm-data-is-flawed-firmable-finds/](#)

52. **Google Ads Help** — Invalid Activity Credit report (answer 16826168); Search Engine Land — "Google spotlights invalid click credits with new Ads help documentation". 2025. [support.google.com/google-ads/answer/16826168](#) · [searchengineland.com/...-479273](#)

53. **ClickPatrol** — "Google Ads refunds" (~5% of contested clicks historically approved). 2026. [clickpatrol.com/google-ads-refunds/](#)

54. **Business Wire** — Vaudit: Google Certified Click Auditor recovers 8–15% of audited spend; \$100M+ refunds processed in 2025. Dec 2025. [businesswire.com/news/home/20251203373872/en](#)

55. **Lunio** — State of Click Fraud Report 2026 (131 senior marketers; 75.6% lose >5%; 5.3% use a dedicated platform). May 2026. [lunio.ai/state-of-click-fraud-report-2026](#)

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