

## The Impact of Invalid Traffic on Marketing

How bots and fake users poison entire marketing operations.

Bots are polluting the internet. Fake online users or Invalid Traffic (IVT) make up as much as 40 percent of all web traffic. It is estimated that ad fraud is costing digital advertisers \$81 billion annually, with that number reaching \$100 billion next year. Global worldwide digital advertising is expected to hit \$602 billion this year and reach a staggering \$876 billion by 2026.

- Statista Research

## The + CLUB

Online Shopping Network Platform solves this growing click-fraud problem for retailers.

Being a "subscription-based" consumer user / membership concept, + CLUB's platform will allow merchants to market, advertise, sell, track, trace and directly dialogue with consumers for **FREE**, which means:

NO Retailer listing charges - \$0

NO Real Per-Click Charges - \$0

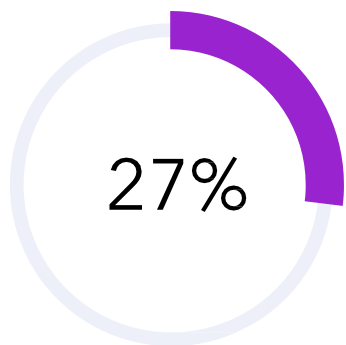
NO Fake Per-Click Charges - \$0

NO % of final sale Charges - \$0

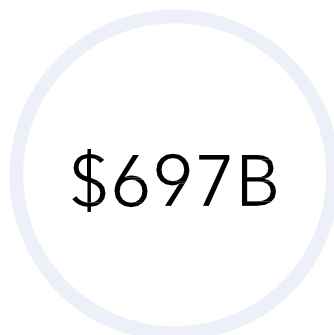
(NOT for the \$100s of billions annually as with Google, Meta (Facebook), Twitter etc. or the very excessive fulfillment fees, % of final sale charges and listing demands on Amazon.)

Invalid Traffic is an increasingly troubling issue that organizations of all sizes are dealing with. This summary below provides an overview of some of the key findings that stood out, and that are also highly relevant to marketers and go-to-market teams. The implications of these findings are billions of dollars in lost revenue, skewed analytics, and sales labor cost.

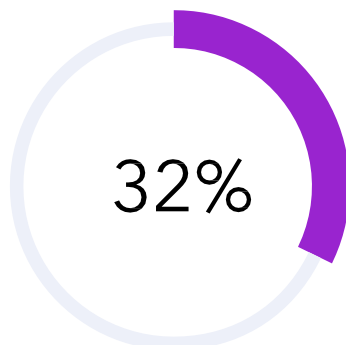
Today it is typical for brands to approach a digital ad exchange - which facilitates the buying and selling of advertising from different ad networks. The exchanges have deliberately looked the other way when there are fraudulent sites and mobile apps that become part of the exchange, Google, and Facebook are among the companies that run these exchanges. The ad exchanges don't want to solve fraud because fraud generates so much volume, and the exchanges make more money when more volume passes through their platforms.



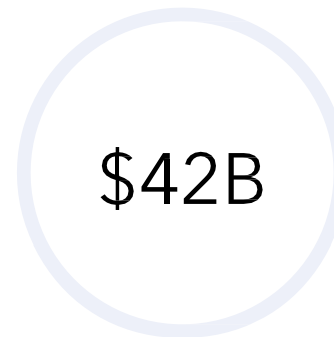
of organic and direct traffic is invalid



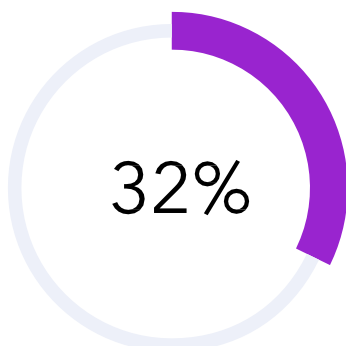
is wasted globally on skewed data each year



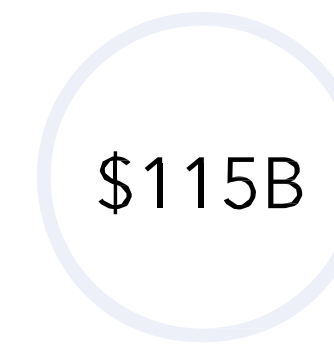
of organic and direct traffic from mobile is invalid



is the amount of lost revenue due to IVT each year



of organic and direct traffic in the retail sector is invalid



in sales labor costs is wasted on invalid leads

## USING THE ABOVE INDUSTRY PROJECTIONS AND 40% INVALID AD ASSUMPTIONS

YEAR	U.S. REAL & INVALID / FAKE ANNUAL AD COST	U.S COST FOR CLICK-FRAUD @ 40% OF TOTAL	GLOBAL REAL & INVALID / FAKE ANNUAL AD COST	GLOBAL COST FOR CLICK-FRAUD @ 40% OF TOTAL
2022	\$202.5 BILLION	\$81 BILLION	\$602 BILLION	\$240.8 BILLION
2023	\$250 BILLION	\$100 BILLION	\$630 BILLION	\$252 BILLION
2024	\$312.5 BILLION	\$125 BILLION	\$680 BILLION	\$272 BILLION
2025	\$390.625 BILLION	\$156.25 BILLION	\$770 BILLION	\$308 BILLION
2026	\$488.275 BILLION	\$195.31 BILLION	\$876 BILLION	\$360.4 BILLION
5-YEAR TOTAL	\$1.6439 TRILLION	\$657.56 BILLION	\$3.558 TRILLION	\$1.4332 TRILLION

**IMPORTANT NOTE:** These real and fake social media company's platform's charges assessed on retailers for advertising, along with the subsequent fraudulent analytical marketing report costs, are passed on to consumers by retailers. In an extraordinary contrast to the above cited fees, with these costs being zero (\$0) on + CLUB, retailers can pass these savings on to consumers and also explore additional marketing approaches without diminishing their critical finite advertising budgets.

+ CLUB'S NEW SHOPPING SECTOR ACRONYM  
Internet In-store Commerce Users Multiple  
IICUM

Being a game-changing disruptor in user base valuation analysis, + CLUB is introducing a profoundly important new acronym IICUM (Internet In-store Commerce Users Multiple) for merchants to better assess their participation on an Internet platform based on the actual consumer / buyer valuation of the number of users (See below the 1-page + CLUB modified Social Media Giants.pdf showing + CLUB with 100 million initial proven-buyer users and an IICUM of 30 = 3 billion, beating Facebook with a 2.9 billion conglomerate of users and an IICUM of 1.)

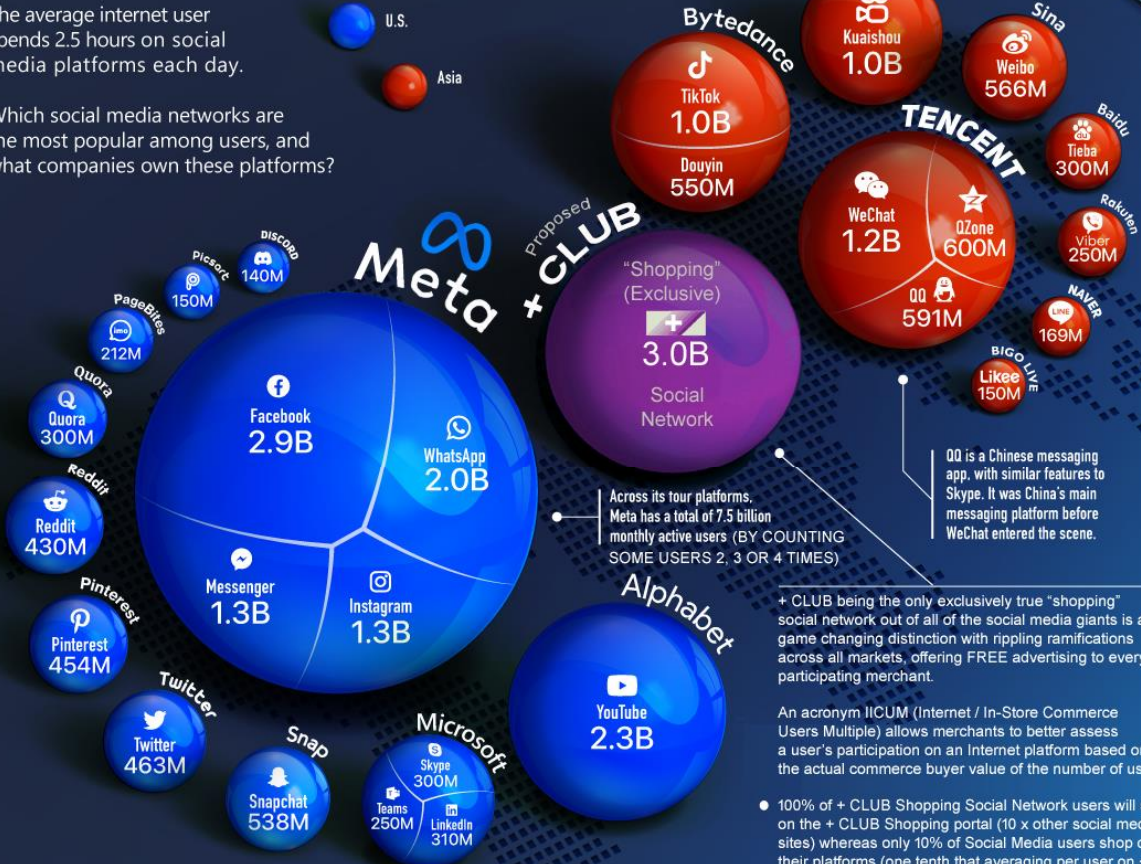
Meta shown with 7.5 billion active monthly users is the largest bubble count including: Facebook (2.9 billion users), Instagram (1.3 billion users), WhatsApp (2.0 billion users) and Messenger (1.3 billion users) which is interesting as there are only 7.9 billion people in the entire world. Meta is counting some users 2, 3 or 4 times as they are users on more than one platform. Additionally, the top 20% of buyers purchase 40% of all goods in the U.S. --- the very users to whom merchants direct the vast majority of their finite advertising dollars, with the irony being that more than likely most of these financially well-off individuals are not even users on Meta. (Facebook). Please read the entire IICUM text in the graphic below to fully understand how the acronym addresses valuating the true number of actual shopping users.

THIS GRAPHIC MODIFIED BY PROPOSED + CLUB

# SOCIAL MEDIA GIANTS

The average internet user spends 2.5 hours on social media platforms each day.

Which social media networks are the most popular among users, and what companies own these platforms?



This Chinese video app is similar to TikTok, but the content is generally more diversified and lifestyle-focused.

Meta + CLUB

"Shopping" (Exclusive) Social Network 3.0B

Across its four platforms, Meta has a total of 7.5 billion monthly active users (BY COUNTING SOME USERS 2, 3 OR 4 TIMES)

QQ is a Chinese messaging app, with similar features to Skype. It was China's main messaging platform before WeChat entered the scene.

+ CLUB being the only exclusively true "shopping" social network out of all of the social media giants is a game changing distinction with rippling ramifications across all markets, offering FREE advertising to every participating merchant.

An acronym IICUM (Internet / In-Store Commerce Users Multiple) allows merchants to better assess a user's participation on an Internet platform based on the actual commerce buyer value of the number of users.

- 100% of + CLUB Shopping Social Network users will shop on the + CLUB Shopping portal (10 x other social media sites) whereas only 10% of Social Media users shop on their platforms (one tenth that averaging per user on + CLUB).
- 87% of all shopping is in brick-and-mortar stores, which is 6.7 x the 13% of all shopping online. 46% of shoppers buy some goods on the Internet - 46% x 6.7 = 3 (NOTE: 3 x 10 = IICUM of 30).
- + CLUB: 100 million free and paying users x IICUM of 30 = 3 billion.
- Facebook: 2.9 billion free users x IICUM of 1 = 2.9 billion.

SOURCES: Business of Apps, China Internet Watch, Company Earnings Reports, Digital 2021 October Global Snapshot Report, Dragon Social, The Motley Fool, The Next Web, SEC Filings, Sensor Tower, Statista, Tech Crunch, Venture Beat

LinkedIn doesn't publish its monthly active user data—this figure is the most recent estimate available.



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