

HUMAN Research Bulletin: Click Fraud in Digital Advertising

Click fraud has re-emerged as a serious threat to digital advertising, fueled by the shift to mobile-first, performance-driven buying models.

What you'll learn in the whitepaper

- How click fraud tactics have evolved and why the problem is resurging
- The technical vulnerabilities in the click lifecycle that fraudsters exploit
- The broader ecosystem of actors—bots, click farms, and platforms with weak safeguards
- The financial, operational, and trust impacts across advertisers, publishers, and ad tech platforms
- Real-world results from LinkedIn's deployment of HUMAN's Ad Click Defense
- Best practices and checklists to audit, protect, and validate click-level engagement
- Future trends and the industry's path toward shared standards for click validation

In April 2025, LinkedIn integrated HUMAN's Ad Click Defense across display inventory on the LinkedIn Audience Network to enhance advertiser protections.

Results in the first four months:



10% improvement in invalid traffic detection



500M+ clicks analyzed across display, desktop, mobile, CTV, and in-app

Learn more in the Click Fraud in Digital Advertising whitepaper.

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