



## WINNING THE WAR ON BAD ADS

Advertising funds businesses online and enables people to enjoy their favorite services and content, often for free. But scams and bad ads can ruin people's experiences on the web — they hurt users, websites, and the web as a whole. Our business depends on keeping people safe and secure.

### HOW WE STOP BAD ADS



#### WHAT ARE BAD ADS?

Bad ads violate our advertising policies. They can market: counterfeit goods, harmful malware and spyware, dangerous services that may improperly access your personal information, and more.



#### HOW DO WE FIND BAD ADS?

We track down bad ads with a combination of automated systems and human expert review. We also get help from users, advertisers, and authorities.



#### WHAT DO WE DO WITH BAD ADS?

We have zero tolerance for bad ads on Google or our partner websites. When we find them, we not only remove the ad, but in many instances, the advertiser as well.

### 2012 BAD ADS LANDSCAPE



**224,000,000**

**BAD ADS DISABLED**

If someone spent one second looking at each ad, it would take them more than seven years to view them all.



**889,000**

**BAD ADVERTISERS BANNED**

That many people would fill the Indianapolis Motor Speedway, the world's largest sports facility, 3.5 times over.



**223**

**COUNTRIES AND TERRITORIES WITH BAD ADVERTISERS**

We prevented bad ad attempts from around the world. The top sources were: USA, China, Japan, and India.



**78**

**LANGUAGES EMPLOYED IN BAD AD ATTEMPTS**

We shut down scammy ads in a wide variety of languages including: Scots Gaelic, Kyrgyz, Tatar, and Esperanto.



**50**

**PERCENT DECREASE IN THE NUMBER OF BAD ADS, COMPARED TO 2011**

We reduced the percentage of bad ads by 50% from 2010 to 2011 as well.

We also remove bad advertisers' accounts and scammy sites from our ads system. In 2012, we shut down:



**123,000**

SITES HIDING  
MALWARE



**12,900**

SITES PROMOTING  
GET RICH QUICK SCHEMES



**82,000**

ACCOUNTS ATTEMPTING TO  
SELL COUNTERFEIT GOODS



**8,600**

ACCOUNTS MAKING  
PHISHING ATTEMPTS