

Google buys firm to stem online fraud

February 21 2014



Google said Friday it was buying the British-based startup spider.io for its technology to weed out fraud in online advertising

Google said Friday it was buying the British-based startup spider.io for its technology to weed out fraud in online advertising.

"Advertising helps fund the digital world we love today... but this vibrant ecosystem only flourishes if marketers can buy media online with the confidence that their ads are reaching real people, that results they see are based on actual interest," said Neal Mohan at Google's DoubleClick

unit which develops targeted ads.

With the new acquisition, Mohan said, "our immediate priority is to include their fraud detection technology in our video and display ads products, where they will complement our existing efforts."

He added that "by including spider.io's fraud-fighting expertise in our products, we can scale our efforts to weed out bad actors and improve the entire digital ecosystem."

The move helps Google combat the practice of click [fraud](#), where criminals use automatic programs to boost the number of clicks on an online ad to boost revenues.

Terms of the deal were not disclosed.

© 2014 AFP

Citation: Google buys firm to stem online fraud (2014, February 21) retrieved 9 April 2024 from <https://phys.org/news/2014-02-google-firm-stem-online-fraud.html>

<p>This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.</p>
--