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Monetization and ads

Definition of invalid traffic

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Invalid traffic includes any [clicks](#) or [impressions](#) that may artificially inflate an advertiser's costs or a publisher's earnings. Invalid traffic covers intentionally fraudulent traffic as well as accidental clicks.


Invalid traffic includes, but is not limited to:

- Clicks or impressions generated by publishers clicking their own live ads
- Repeated ad clicks or impressions generated by one or more users
- Publishers encouraging clicks on their ads (examples may include: any language encouraging users to click on ads, ad implementations that may cause a high volume of accidental clicks, etc.)
- Automated clicking tools or traffic sources, robots, or other deceptive software.

Clicks on Google ads must result from genuine user interest, and any method that artificially generates clicks or impressions is strictly prohibited by our [Program policies](#). If we observe high levels of invalid traffic on your account, we may [suspend](#) or [disable](#) the account to protect our advertisers and users. Additionally, if we are unable to verify the quality of your traffic, we may limit or disable your ad serving. Due to invalid clicks, you may also see a difference between your [estimated and finalized earnings](#).

We understand that a third party may generate invalid traffic on your ads without your knowledge or permission. However, ultimately it is your responsibility as the publisher to ensure that the traffic on your ads is valid. For this reason, we highly recommend that you review our [tips for preventing invalid traffic](#).

 If you suspect invalid traffic from a [third party](#), use [this form](#) to report it to our traffic quality team.

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