G

ADS INTEGRITY

BUSTING BAD ADVERTISING PRACTICES IN 2013

Online advertising helps fund the services we all enjoy, keeps web content free, and helps businesses grow.

However, bad ads and bad ad-funded content can ruin our experiences online and damage our trust in the web as a whole.

In 2013, we continued to fight the online advertising ecosystem's bad actors to protect people and shield them from these bad practices. Following up on our 2012 report, below is an overview of our work to fight bad ads and bad ad-funded content last year.

MAINTAINING A HEALTHY ADVERTISING ECOSYSTEM

POLICIES

We're constantly reviewing and updating our advertising policies to reflect current online practices and emerging threats.
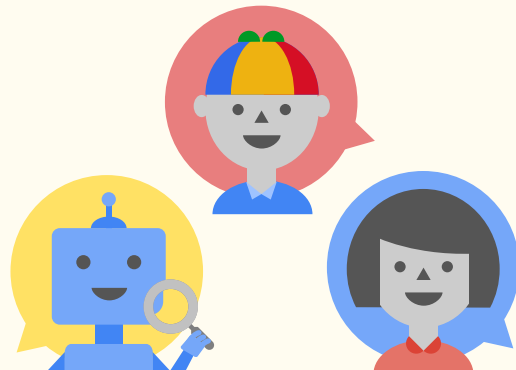
STOPPING BAD ADS AND CONTENT

We find and remove bad ads and content in our network with a combination of automated systems and human expert review.

ZERO TOLERANCE

We do not tolerate ads or content that violates our policies. When we find them, we'll take the appropriate actions - including removals and blacklists - as quickly as we can.

OVERVIEW

BAD ADS

Disabled more than **350,000,000** bad ads

Banned more than **270,000** bad advertisers

Already well below 1%, the proportion of ads removed outside of our initial review processes declined by **50%** compared to 2012

BAD CONTENT

Blacklisted more than **200,000** publisher pages from serving ads

Removed more than **250,000** ad-funded publishers' accounts for various policy violations

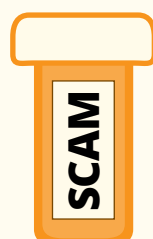Disapproved more than **3,000,000** applications to join our network

Disabled bad ads and content coming from more than **150** countries and territories

2013 TRENDS

Banned more than **14,000** advertisers for trying to sell counterfeit goods as attempts on AdWords decreased by 82% compared to 2012

Disabled more than **2,000,000** ads for illegal online pharmacies

Stopped ad-serving on tens of thousands of sites and disabled more than **5,000** AdSense accounts for violations of our copyright policy - an increase of more than 25% compared to 2012
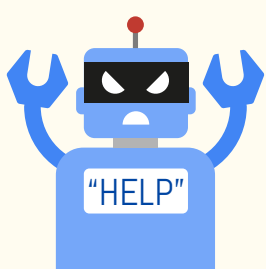
Disabled ad-serving for more than **1,800** sites and over **4,000** AdWords accounts linked to third-party remote tech support scams
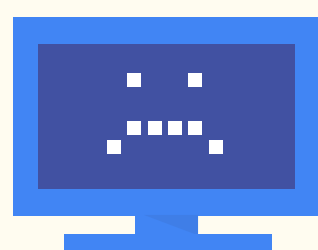
Disabled ads from more than **400,000** sites hiding malware

Disabled ads for more than **10,000** sites promoting get-rich-quick schemes