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Global Click Fraud Software Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Click fraud is a type of fraud that occurs on the Internet in pay-per-click (PPC) online advertising. In this type of advertising, the owners of websites that post the ads are paid an amount of money determined by how many visitors to the sites click on the ads. Fraud occurs when a person, automated script or computer program imitates a legitimate user of a web browser, clicking on such an ad without having an actual interest in the target of the ad's link.

SCOPE OF THE REPORT:

The global Click Fraud Software market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.
The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.
North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Click Fraud Software.
Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.
This report studies the Click Fraud Software market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Click Fraud Software market by product type and applications/end industries.
Market Segment by Companies, this report covers

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ClickCease

PPC Protect

PPCSecure

ClickGuard

Click Guardian

AdTector

Statcounter

Improvely

Campaign Protection

AdWatcher

PerimeterX

ScroogeFrog

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

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Cloud-Based

Web-Based

Market Segment by Applications, can be divided into

SMEs

Large Enterprises

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