

## SAMPLE REPORT

# Traffic-quality report

Demo account **example-shop.com** · May 1–31, 2026

Illustrative figures for a demo account — not a real customer. Your numbers depend on spend, channels and traffic mix.

Paid clicks analyzed

## 48,210

Invalid / flagged

## 6.4%

3,085 clicks

Unique IPs blocked

## 412

Blocked clicks

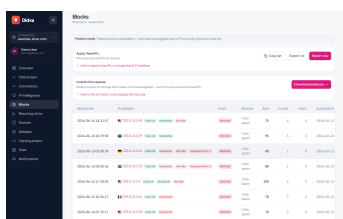
## 2,470

## Top flagged sources

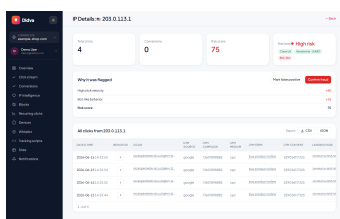
Highest-risk IPs in the period, with the reason each was flagged.

| IP ADDRESS    | COUNTRY | ISP / ASN            | CLICKS | RISK | REASON                         | ACTION  |
|---------------|---------|----------------------|--------|------|--------------------------------|---------|
| 203.0.113.42  | US      | AS14061 DigitalOcean | 37     | 96   | Datacenter IP · repeat clicks  | Blocked |
| 203.0.113.118 | TW      | AS3462 HiNet         | 24     | 91   | Click-farm pattern · off-geo   | Blocked |
| 198.51.100.9  | IN      | AS9829 BSNL          | 19     | 88   | Low-and-slow repeat clicker    | Blocked |
| 203.0.113.205 | NL      | AS60781 LeaseWeb     | 16     | 84   | Proxy / VPN · no engagement    | Blocked |
| 198.51.100.77 | US      | AS7922 Comcast       | 11     | 62   | Repeat clicks · short sessions | Review  |

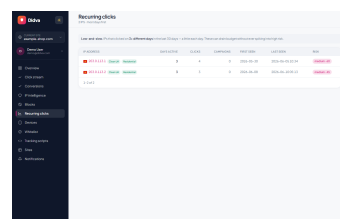
## What's behind the numbers



Blocked IPs & exportable evidence



Per-IP risk factors



Low-and-slow repeat clickers