

Fraud Detection and Ad Accuracy Simplification

For one of the largest search engines in the world



Challenges

- Quality of ads needed to be reviewed for accuracy as there are frequent policy updates
- Needed the reviews to be quick, so advertisers would not have to wait for long to see their ads
- Seasonal volume fluctuation was an issue
- Needed to review every single payment for ads for fraud



Solution

- Implemented 24/7 shift to ensure uninterrupted quick resolution
- Optimized resource planning during peak season
- Provided real-time policy updates, shift handover-take over huddles, refresher sessions, and monthly calibration tests to be in synchronization
- Re-engineered processes to be rule-based removing subjectivity in decision making
- Created automation solutions to reduce human effort to improve accuracy and lower costs

- Delivered real-time analytics and insights such as daily trends, volume per advertiser, non-complied advertiser, and tag types
- Owned exception queues, online sign-up, categorization and tearing of new advertisers
- Shared list of user expectation and enhancement features during new tool migration and performed UAT and reported the bugs



99.9%

Average monthly accuracy



65,000

Payments tracked annually for fraud



65 million

Ads reviewed annually



5000

Advertiser accounts