

PUBLISHER NAME:

Recruitology

HUMAN vs. NON-HUMAN

Do you differentiate human vs. non-human advertising activity?

1. **User Agent** - do you analyze user agent contents?

Parsing user agent strings for declarative terms such as 'bot', 'crawler', 'spider', etc. and indicative terms such as 'phantomjs' are useful in the identification of traffic that is not from humans.

We do flag traffic via User Agents. We identify bots by declaration in the user-agent contents, like "bot" or "spider". We also flag zero-length user-agents.

Billable (Yes, No, N/A): NO

Viewable on Reports (Yes, No, N/A): YES, events from user-agent bots are present on publisher reports, but are not made available to advertiser reports.

2. **IP Address Filters** - Do you employ manual or automated traffic filtering based on the number of times that individual IP addresses drive advertising actions?

Filtering IPs that execute 100 clicks without any conversions would indicate a likelihood that the IP is not acting like a human.

We do flag traffic via IP Address Filters. We maintain a private IP address list of known bots that spoof valid user-agents.

Billable (Yes, No, N/A): NO

Viewable on Reports (Yes, No, N/A): YES, events from ip address filters are present on publisher reports, but are not made available

to advertiser reports.

3. **IP Hosts** - Do you employ manual or automated filtering based on characteristics of the hosting service provider?

Certain hosts have low likelihood of being used by people who are interested in particular job advertisements. Examples include Amazon AWS, Digital Ocean, Cloud Sigma, etc.

We do flag traffic via IP Hosts. We maintain a list of private IP address ranges for known third-party cloud hosting and co-location hosting providers.

Billable (Yes, No, N/A): NO

Viewable on Reports (Yes, No, N/A): YES, events from ip hosts are present on publisher reports, but are not made available to advertiser reports.

4. **IP Geolocation** - Do you employ manual or automated filtering based the IP proximity of repeated actions?

Sophisticated non-human activity can involve the use of IP Proxies that individually do not signal potential non-human activity, but when looked at as a group of actions from a single location, a more indicative pattern emerges.

We don't flag traffic via IP Geolocation.

Billable (Yes, No, N/A): YES

Viewable on Reports (Yes, No, N/A): YES

5. **Explicit Validation** - Do you employ reCAPTCHA or other automated validation solutions such as mouse movement to confirm human activity?

[Google reCAPTCHA](#)

[Wikipedia](#)

We don't flag traffic via Explicit Validation.

Billable (Yes, No, N/A): YES

Viewable on Reports (Yes, No, N/A): YES

GEOGRAPHY

How do you distinguish traffic by geographic proximity?

6. **Location Relevance** - do you employ detection practices to determine geographic relevance?

The physical location of the user viewing and taking action on the ad makes a difference. For example, is the user clicking on a U.S. job listing from Russia or known to reside in another location (distant from the job posting location) based on profile/resume info?

We do flag traffic via Location Relevance. We maintain a detailed country-of-origin database used to flag events.

Billable (Yes, No, N/A): NO

Viewable on Reports (Yes, No, N/A): YES, events from location relevance are present on publisher reports, but are not made available to advertiser reports.

DUPLICATION & FREQUENCY

How do you distinguish traffic by frequency and duplicity?

7. **Duplicity / Frequency** - do you distinguish traffic by the number of times a user interacts with an advertisement and/or how much time elapses between interactions?

It's important to measure the number of times that a single user interacts with an ad. For example, if the same user clicks on the same job 10 times. or if a single user interacts with 10,000 ads, it's unlikely that that is legitimate job seeking activity.

It's also important to measure the time span between ad interactions. Is it different if a user clicks on the same job 5 times in a minute compared with once per week over the span of 5 weeks? What if a user clicks on the same ad twice in 2 seconds?

We do flag traffic via Duplicity / Frequency. If multiple advertising events occur in the span of 30 minutes, we record the first as valid and flag the following events as duplicates.

Billable (Yes, No, N/A): NO

Viewable on Reports (Yes, No, N/A): YES, events from duplicity or frequency are present on publisher reports, but are not made available to advertiser reports.