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 report 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 violate 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

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

2013 TRENDS

- Disabled bad ads and content coming from more than 150 countries and territories
- 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 20% 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

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