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How Many Clicks from the Web are True Clicks?

ClickMeter is out of beta and officially launches their free service with many new features for monitoring external links and preventing click fraud in order to better analyze Web advertising and social marketing campaigns. Users register the links they wish to monitor at www.clickmeter.com without inserting code into their websites.

February 1, 2010 **–** ClickMeter is out of beta and officially launches their free online service with many new features that allow users to control promotional campaigns on the Web by immediately and precisely monitoring external links. It is designed for marketing managers and webmasters or those who have to analyze important online marketing data on the fly.

ClickMeter is useful for those who wonder if reports coming from pay-per-click advertising sites are accurate and reliable. Since there is an obvious conflict of interest, and those who sell visibility are not always acting in good faith, every day we hear about new cases of click fraud. In fact, in 2009 approximately one in four of reported clicks on ClickMeter were fraudulent.

Usually, click fraud is caused by the use of software that simulates clicks on paid links. With ClickMeter, it is possible to verify how many of the clicks that come from links in newsletters, websites, direct-mail campaigns and banners are legitimate (i.e. True Clicks).
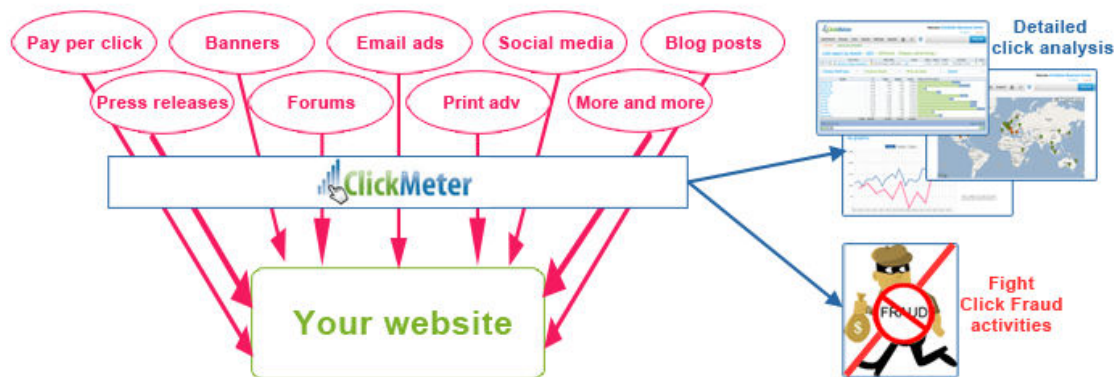
The service allows creating, monitoring and comparing an unlimited number of marketing campaigns. An extended library of new web-based tools is also available that provide a detailed click analysis such as filtering and exporting tools, real-time click-stream, and mapping users on a world map.

To monitor a link, users do not need to install software or insert any code in their websites. They simply go to www.clickmeter.com and enter the link that they want to monitor together with their e-mail address. After a few seconds, they will receive an e-mail with a short URL to publish in place of the original one.

The free version of the service allows the monitoring of up to 3,000 clicks a month for an unlimited number of links. However, for a nominal fee, users can monitor a higher level of traffic. Rates start from a minimum of $0.14 USD for additional 1,000 clicks, or about $140 USD for every million clicks counted.

About ClickMeter
After many years of experience in Web Marketing, the founders of ClickMeter found that there was no simple, secure and immediate system for controlling clicks. Traditional systems do not measure the performance of external links such as links from Twitter or Facebook, from posts in blogs or even from banners.

ClickMeter is focused on becoming the primary independent tool for measuring and controlling Web Marketing campaigns that are measured in clicks. It is a project created by two European companies that specialize in the world of the Internet, ConsultingSoft and PositiveADV, with the collaboration of young entrepreneurs and professionals including Davide De Guz, Marco Ingo, Silvio Palumbo (MBA, Columbia University), Simone Giacometti (MBA, Arizona State University), and Alvise Scaroni (MBA, Columbia University).

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