Hacking Google AdWords

“Don’t be evil my ass”

By: StankDawg
What is Google AdWords?

- Google Advertising Program
  - Pay Per Click
  - Customizable
  - Used by:
    - Gmail
    - Google Groups
    - Adsense
    - etc…
How does it work?

• 20 bucks up front
  – $5 activation fee
  – $15 Credit towards account

• Pay per click
  – Bidding system
    • Minimum .05
    • Maximum daily value can be set
    • Higher bids = better results
How does it work?

- **Campaigns**
  - Logical Units
  - Multiple campaigns for webmasters of multiple sites

- **Ad Groups**
  - Many inside each campaign.
  - Examples:
    - Cars (One ad for NEW, one ad for USED)
    - My site (One for Radio, one for Magazine, etc…)}
What’s the problem?

- Reactivation fees
  - “Slowed” accounts
    - Without warnings!
    - 2 grace violations, then $5 fee
- Terms of Service
  - No Hacking or Cracking
    - They do not differentiate between H/C
- Hypocrisy
  - Hacking is invalid yet “Define: Hacker” on Google gives many correct definitions.
  - Keyword tool suggest invalid keywords!
  - I can’t advertise Hacking, but ebay and Amazon can!
  - Google may ban “hacker” but other sites that are powered by their AdWords engine DO NOT!
What can you do?

• Reactivate your ads
  – Ads are put into rotation immediately!
  – Modify your ads by making one small change
  – Delete the keywords then Add them back!

• Daily limit
  – Click the hell out of ads of sites you don’t like (using proxies and/or scripts)
  – Use words that you know are invalid
Tricks!

- Misspellings
  - Get hits before the real ads!
  - Cheaper (.05 minimum)
Tricks!

• Use proper names
  – Coke use Pepsi, Ford use Chevrolet, etc…
Tricks!

• Use general Google hacking techniques

• Bust anyone who is “Google hacking”!
Other Interesting Applications

- Passing hidden messages?
  - 80 character limit to keywords
    - Public key?
    - Secret key only for the person who knows what to find.

- And yes, there is a hidden message there. ;)

Your search - thismessageisfordeconattendeesonlyandisproofofconceptofmessageabilities - did not match any documents.

Suggestions:
- Make sure all words are spelled correctly.
- Try different keywords.
- Try more general keywords.

DefCon attendees
here is your hidden message
follow this link
www.stanidewg.com/deconmessage/
Other Interesting Applications

• Misleading People

DefCon official site
I am the official defcon site
I swear, I really mean it.
www.defcon.com

Results 1 - 100 of about 158,000 for defcon official site [0.12 seconds]
Other Interesting Applications

- Misleading People
Other Interesting Applications

- Never piss off a hacker!
Other Interesting Applications

• Never piss off a hacker!
Other Interesting Applications

• Never piss off a hacker!
Parting ideas

- The actual Ad can carry more 411
  - URL for more 411.
  - Steganography in ad?
- Gaming AdSense with AdWords 411
  - Displaying high paying keywords = $$$ per click.
  - Drawback: sleazy! (but surprisingly common)
Closing

• Shoutz
  – The DDP!
  – DC305, FL2600.
  – The internet guy from whom I stole this template.

• Beware of Google!

“The Revolution Will Be Digitized!”