

Traffic Quality

Summary

This page explains how DAO.AD evaluates traffic quality and which types of traffic are not allowed.

Before You Begin

- Role: Webmaster
- Required information:
 - Active DAO.AD account
- Estimated time: 2 minutes

How DAO.AD Checks Traffic Quality

DAO.AD uses multiple methods to monitor traffic quality, including:

- proprietary anti-fraud systems;
- additional traffic analysis services;
- automated checks;
- manual reviews.

Traffic quality is continuously monitored to ensure that traffic meets DAO.AD requirements and advertiser standards.

Prohibited Traffic

The following types of traffic are not accepted:

- Bot traffic - traffic generated by bots or automated systems.
- Incentivized traffic - traffic generated by offering users rewards or other incentives for performing actions.
- Artificial clicks - artificially generated clicks that do not represent genuine user activity.
- Fraudulent traffic - any traffic generated through fraudulent or deceptive methods.
- VPN and Proxy traffic - DAO.AD does not accept traffic generated through VPNs or proxies, as it may be rejected by advertisers.
- Any traffic that violates the DAO.AD platform rules.

Why Traffic Quality Matters

High-quality traffic is important for maintaining stable monetization and advertiser demand.

Traffic quality can affect:

- advertising demand;
- CPM and CPC rates;
- overall revenue;
- the availability of advertising campaigns.

Maintaining genuine user traffic helps ensure better monetization performance.

Account Restrictions

Accounts may be restricted or blocked in cases of:

- prohibited traffic;
- violations of DAO.AD platform rules;
- attempts to manipulate traffic or advertising activity;
- systematic fraud.

If suspicious or fraudulent activity is detected, DAO.AD may take action against the traffic source or account.

What Should I Do If My Traffic Quality Is Questioned?

If you believe your traffic has been incorrectly classified or you need clarification about traffic quality:

- Review your traffic sources and traffic-generation methods.
- Make sure your traffic does not include prohibited or artificial sources.
- Check whether VPN or Proxy traffic is being used.
- Contact your personal manager or DAO.AD Support for assistance.

Related

- [Site/App Approval](#)
- [Placement Rules](#)
- [Traffic Statistics](#)
- [Create a Site Source](#)
- [Create a Link Source](#)
- [Terms of Use](#)