

# Hacking Google AdWords (TM)

“Don’t be evil?”

By: StankDawg

# Disclaimer!

- I am not representing Google or Google AdWords in any WAY, SHAPE or FORM!
- I have no authorization from Google for this presentation.
- The terms “Google” and “Google AdWords” are both trademarks of Google inc.
- This presentation is based on my research as a user and I do not condone any illegal or immoral activities that you may perform with this knowledge.

# Disclaimer reason!

- Why did I just say all of that?
  - On June 10<sup>th</sup>, this presentation was listed on the Defcon 13 web site.
  - On June 31<sup>st</sup>, Google AdWords changed their Terms of Service to prevent use of the terms in certain circumstances.
  - On July 15<sup>th</sup>, Google emailed their customers changing some of the characteristics of the program.
  - Mainly: I don't want to get sued!



# 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...)

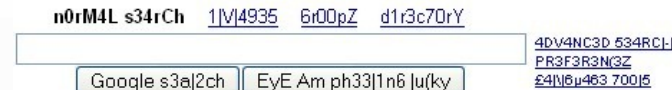
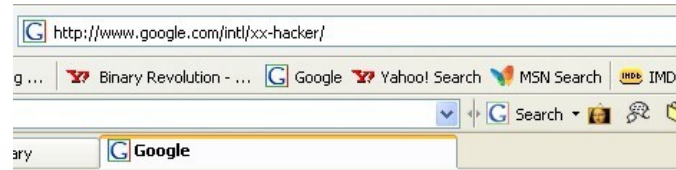
# What's the problem?

- Reactivation fees
  - “Slowed” accounts/underperforming ads
    - Without warnings!
    - 2 grace violations, then \$5 fee
  - Update!
    - New “quality score” coming soon!
    - No more slowed accounts! Underperforming ads will simply be deactivated completely.



# What's the problem?

- Terms of Service
  - No Hacking or Cracking
    - They do not differentiate between H/C



4|| 480u7 Google - Google.com in English

©2005 Google - 534nQ1|N|g 8,058,044,651 W38 |o4635



# What's the problem?

- Hypocrisy
  - Hacking is invalid yet “Define:Hacker” on Google gives many correct definitions.
  - I can't advertise Hacking, but ebay and Amazon can!
  - Keyword tool suggest invalid keywords!
  - 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)



Results 1 - 29 of about 293 for **Messothelioma**. (0.13 seconds)

Sponsored Link

Sponsored Links

## Messothelioma

Collect Millions of dollars.  
Lawyers available nationwide.  
[Mesothelioma-Lawsuits-Asbestos.com](http://Mesothelioma-Lawsuits-Asbestos.com)

## Mesothelioma Legal Advice

Get info on mesothelioma  
and find attorneys who can help.  
[www.legallistings.net](http://www.legallistings.net)

## Mesotelioma informations

Abestos, Symptoms, Treatments  
Lawyer Mesotelioma advice  
[www.maxipharmacy.com](http://www.maxipharmacy.com)

## CRS Report Asbestos

Asbestos Litigation: Prospects for  
Legislative Resolution RL32286  
[home.comcast.net/~nelson1397](http://home.comcast.net/~nelson1397)

## I got this ad cheap

all i did was misspell a word  
and I saved \$39.95  
[www.stankdawg.com/](http://www.stankdawg.com/)

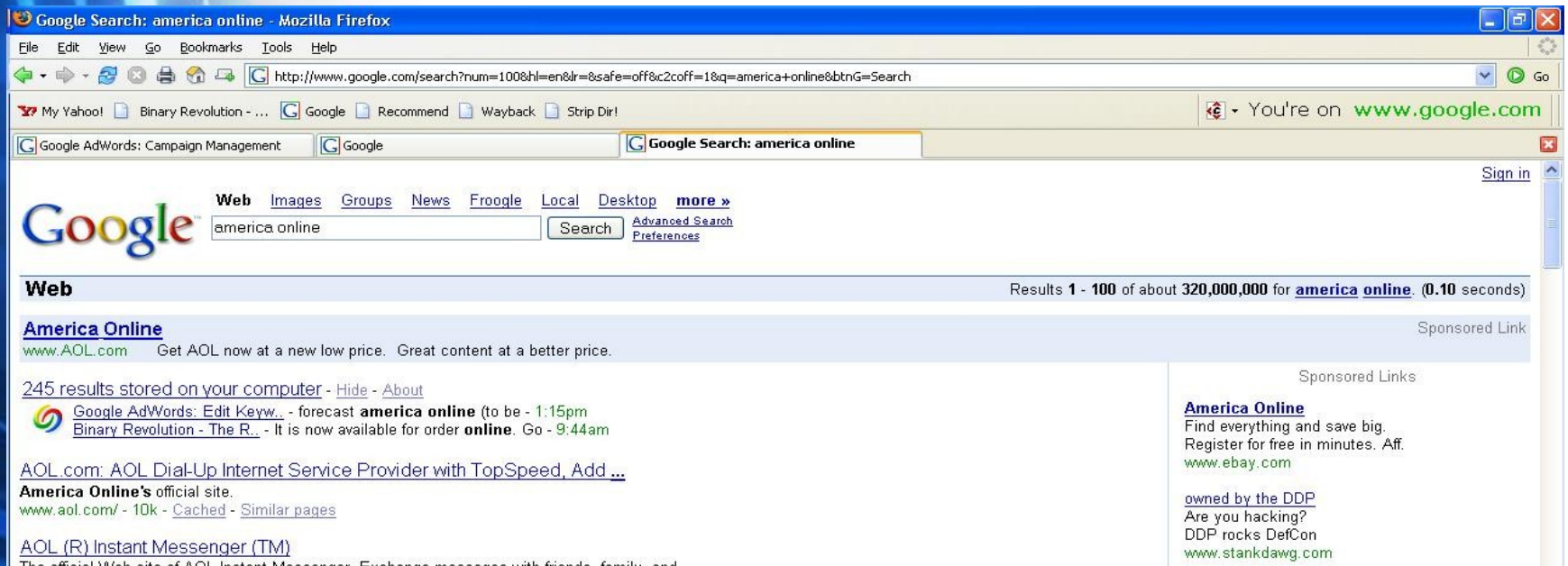
## Free Asbestos Cancer Info

Learn about asbestos-related cancer  
and explore your legal options free  
[Legal-Desk.com/Mesothelioma](http://Legal-Desk.com/Mesothelioma)



# Tricks!

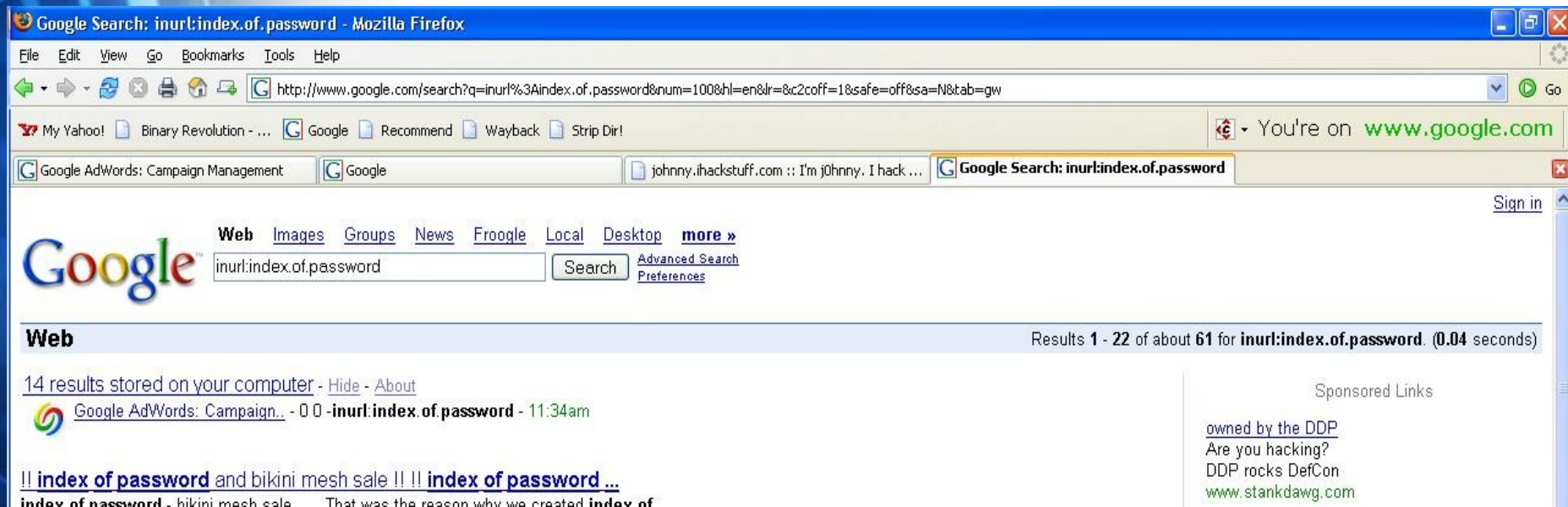
- Use proper names
  - Coke use Pepsi, Ford use Chevrolet, etc...





# Tricks!

- Use general Google hacking techniques



- Bust anyone who is “Google hacking”!

# Data Hiding

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

Your search - **thismessageisfordefconattendeesonlyandisproofofconceptofmessageabilities** - did not match any documents.

Suggestions:

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

Sponsored Links

[DefCon attendees](#)  
here is your hidden message  
follow this link  
[www.stankdawg.com/defconmessage/](http://www.stankdawg.com/defconmessage/)

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

# Data Hiding

- Steganography
  - These images looks like harmless ads...

**Don't become a  
statistic.**



**<BR>**

**You  
think  
you  
know  
everything  
about  
computers,  
huh?**

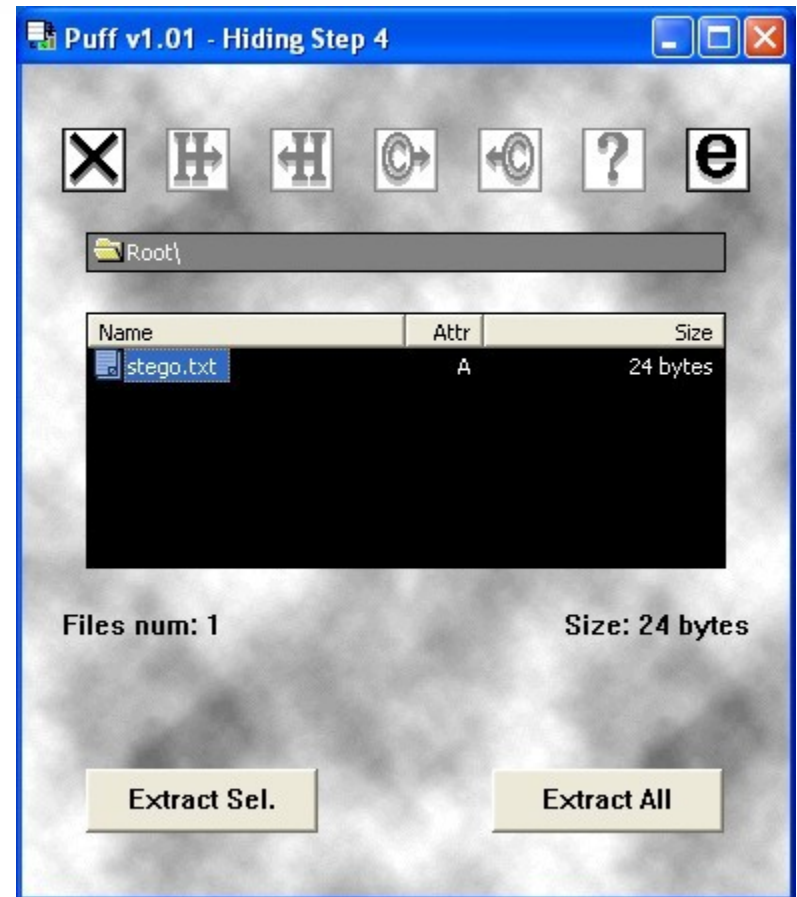
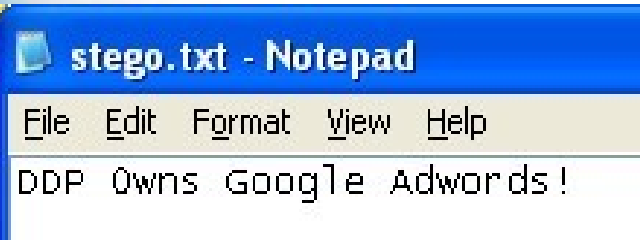
**Think  
again.**

Join the revolution  
at [www.binrev.com](http://www.binrev.com)



# Data Hiding

- Steganography
  - But hiding inside is a little something extra!





# Redirection

- Misleading People

DefCon official site  
I am the official defcon site  
I swear. I really mean it.  
[www.defcon.com](http://www.defcon.com)

Ad text with any revisions you make below.

Headline:  Max 25 characters

Description line 1:  Max 35 characters

Description line 2:  Max 35 characters

Display URL:  Max 35 characters

Destination URL:   Max 1024 characters

<input type="checkbox"/> Keyword	Status	Clicks
Search Total		0
Content Total		0
<input type="checkbox"/> defcon official site	Normal	0

Results 1 - 100 of about 158,000 for **defcon official site**. (0.12 seconds)

Sponsored Links

[DefCon official site](http://www.defcon.com)  
I am the **official defcon site**  
I swear. I really mean it.  
[www.defcon.com](http://www.defcon.com)

# Redirection

- Misleading People

Home - StankDawg's Dawg House - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://www.stankdawg.com/

My Yahoo! Binary Revolution - ... Google Recommend Wayback Strip Dirt

Google AdWords: Campaign Management Google Search: defcon official site Google Search: thismessageisfordefconatte... Home - StankDawg's Dawg House

You're on [www.stankdawg.com](http://www.stankdawg.com)

## StankDawg's Dawg House

CAN YOU RUN WITH THE BIG DAWGS?

search...

Home Search Contact Us

### Newsflash

A new episode of our show "Binary Revolution Radio" is available every week at [radio.binrev.com](http://radio.binrev.com)

### Main Menu

- Home
- News
- FAQ
- Links

### User Menu

- Your Details
- Submit News
- Submit WebLink
- Logout

### Login Form


Hi, StankDawg

Logout

### Syndicate

RSS [0.91]  
RSS [1.0]  
RSS [1.0]  
ATOM [0.3]  
OPML [Share It!]

### Article published - Spring 2005 2600 ( Public )


User Rating:  / 1

Friday, 06 May 2005


I arrived home from my local 2600 meeting last night to find the Spring 2005 issue of 2600 waiting for me in my mailbox. This confirmed the phone call that I got from Natas earlier in the evening telling me that my article on "disposable email vulnerabilities" was in this issue.

This is the same topic that I presented at the recent Interzone conference and is discussed further here.

I will put this file up on DocDroppers with the rest of my articles sometime soon.




### Certified Ethical Hacker ( Public )

User Rating:  / 2

Tuesday, 03 May 2005

I mentioned on Binary Revolution Radio about a month or two ago that I passed the CEH (Certified Ethical Hacker) exam. Just this past week, I finally got a welcome packet with my printed certificate (which was very unimpressive) along with some other things.

I went from the stereotypical evil hacker to Certified Ethical Hacker and a "security professional" in the matter of a few hours. Does anyone out there really think that I am any different for having this piece of paper?




Read more...

More...

My HOPES presentation video available


### Phreak Phactor begins ( Public )

User Rating:  / 4

Friday, 29 April 2005

Starting this weekend, the worlds phirst hacking/phreaking reality radio show begins! It is a LIVE show appearing EXCLUSIVELY on DDP HackRadio and YOU can easily participate.

This will be an enormously fun project that anyone can get involved in. It was another "phirst of its kind" project that required some interest setup and coding on our part. Nottheory did a phantastic job in coding up the interface and the connections between servers. Click below for more information.



Read more...

### Who's Online

We have 4 guests online and 1 member online

stankdawg

### Statistics

OS: Linux h  
PHP: 4.3.10  
MySQL: 4.0.23-standard  
Time: 13:36  
Caching: Disabled  
GZIP: Disabled  
Members: 68  
News: 30  
WebLinks: 27  
Visitors: 73020

<< Start < Prev 1 2 3 4 Next > End >>

Done

70.84.52.214 AdBlock



# Other Interesting Applications

- Never piss off a hacker!

<div>owned by the DDP Stank Dawg owns AdWords all your base are belong to DDP! <a href="http://www.stankdawg.com">www.stankdawg.com</a></div> <div>+ Create New <a href="#">Text Ad</a>   <a href="#">Image Ad</a> <a href="#">Edit</a> - <a href="#">Delete</a></div>		
<div>DeleteEdit CPCs/URLs</div>		
<input type="checkbox"/> Keyword	Status	clicks
Search Total		0
Content Total		0
<input type="checkbox"/> "google really sucks"	Normal	0

# Other Interesting Applications

- Never piss off a hacker!





# Other Interesting Applications

- Never piss off a hacker!



# Parting ideas

- Special holidays for extra hits
  - Google logo is clickable on July 4<sup>th</sup>, for example.
  - Add “independence day july 4<sup>th</sup>” to your keywords.
- The actual Ad can carry more 411
  - URL for more 411.
  - Refer back to steganography (not only text).
- Gaming AdSense with AdWords 411
  - Displaying high paying keywords = \$\$\$ per click.
  - Drawback: sleazy! (but surprisingly common)

# Closing

- Shoutz
  - The DDP!
  - decoder (we haven't forgotten about you).
  - The Binary Revolution at <http://www.binrev.com/>
  - DC305, FL2600, BR561.
  - The internet guy from whom I “borrowed” this template.
- As required by Google legal department:
  - “Google Adwords is a trademark of Google Inc.”
- Remember: “Don't Be Evil!”

“The Revolution Will Be Digitized!”