# Weekend Fraud Surge: Click Farm Patterns

How Time-Based Anomaly Detection Exposed Coordinated Click Farms Operating Off-Hours.

**Blanc Research**
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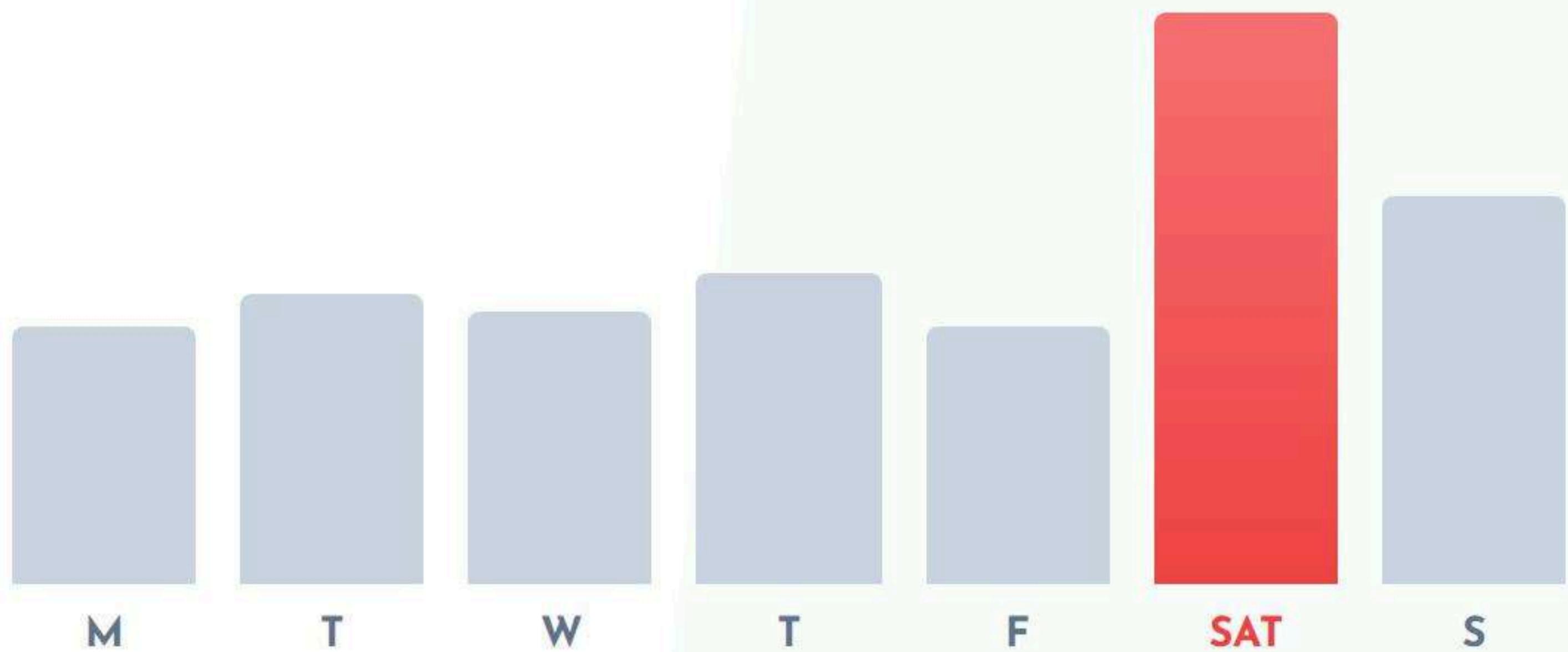
# Every Weekend, Quotas Exploded

A CPG brand ran weekly omnibus studies. Monday–Friday fielding was consistent. **Then came Saturdays.**

**⚠ The Anomalies**

- **Timing:** Uniform clusters (6:00-8:00 AM).
- **Speed:** 4-6 minutes (vs 12-18 min avg).
- **Volume:** 40% of weekly completes in 36 hours.

M    T    W    T    F    **SAT**    S

**Saturday Morning Spike: 450 completes in 6 hours**

# Timing Never Lies

Blanc Shield's anomaly detection identified unnatural temporal patterns:

## 🕐 Hourly Distribution

**Weekday:** Normal bell curve.
**Weekend:** Unnatural sudden flood at 6AM & 2PM. Identical patterns on Sat/Sun.

## ⚡ Completion Speed

92% clustered between **4-6 minutes**. Statistically impossible for humans (Weekday median: 14 mins).

## 🖥 Device Rotation

Device A (6-7 AM) → Device B (7-8 AM).
Coordinated handoff, not random coincidence.

## Conclusion

Not fraud. Coordinated. Automated.
**Professional Click Farm.**

# The Farm's Business Model

| | | | |
|---|---|---|---|
| **47** | **5** | **$28k** | **8-5** |
| UNIQUE DEVICES | PANEL SUPPLIERS | MONTHLY REVENUE | OPERATING HOURS |

## Operational Tactics

- **Rotated VPNs:** Caught by geo-velocity.
- **Speed Optimized:** 4-6 min signature.
- **Generic Open-Ends:** No semantic markers.

## Why Weekends?

Research Ops teams are smaller.

Automated systems checks are fewer.

**Perfect window for undetected volume.**

# Before Detection: Real Damage

## $55k

DIRECT WASTE

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## $340k

MISALLOCATED BUDGET

## Data Quality Impact

⚠ **63% of weekend responses** were fraud.

⚠ **Product Perception Inflated:** Farm gave generic "good" ratings.

**Strategic Error:**
Concept ranked #3 with farm data.
Actual market rank was #7.

# How Blanc Shield Stopped the Farm

**Time Anomaly** 01

Weekend spike at 95th percentile flagged automatically by ML.

**Device Cluster** 02

47 devices rotating through predictable sequences.

**Geo-Velocity** 03

VPN hops in 60-second intervals = physically impossible.

**Semantic Analysis** 04

Matched known farm template library (99.2% similarity).

**Cross-Panel Blacklist** 05

All 47 devices banned across 5 suppliers instantly.

**RESULT: Farm blocked in 48 hours | $147k Saved**

# Why This Matters

**1** **Temporal Patterns Beat Rules**

IP bans fail. Coordinated behavioral timing exposes automation.

**2** **One Farm, Multiple Suppliers**

Farms diversify. Single-supplier visibility misses the operation.

**3** **Weekends Are High-Risk**

Farms target monitoring gaps. Temporal flagging catches them cold.

Farms evolve. Static rules die fast.

**Launch Blanc Shield Today**

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