**Data Description**

What is the difference between app ID and channel?

App Id is the add we advertise and channel is the platform through which the app is advertised. For example, if an ad developer wants to advertise its app X through You tube. X is app ID and You tube is channel.

<https://www.kaggle.com/c/talkingdata-adtracking-fraud-detection/discussion/53886>

**Click fraud**

https://en.wikipedia.org/wiki/Click\_fraud

The practice of repeatedly clicking on an advertisement hosted on a website with the intention of generating revenue for the host site or draining revenue from the advertiser.

**Click fraud** is a type of [fraud](https://en.wikipedia.org/wiki/Fraud) that occurs on the [Internet](https://en.wikipedia.org/wiki/Internet) in [pay-per-click](https://en.wikipedia.org/wiki/Pay_per_click) (PPC) [online advertising](https://en.wikipedia.org/wiki/Online_advertising). In this type of [advertising](https://en.wikipedia.org/wiki/Advertising), the owners of [websites](https://en.wikipedia.org/wiki/Website) that post the ads are paid an amount of money determined by how many visitors to the sites click on the ads.

 Fraud occurs when a person, automated script or computer program imitates a legitimate user of a [web browser](https://en.wikipedia.org/wiki/Web_browser), clicking on such an ad without having an actual interest in the target of the ad's link. Click fraud is the subject of some controversy and increasing [litigation](https://en.wikipedia.org/wiki/Litigation) due to the advertising networks being a key beneficiary of the fraud.

Media entrepreneur and journalist [John Battelle](https://en.wikipedia.org/wiki/John_Battelle) describes click fraud as the intentionally malicious, "decidedly [black hat](https://en.wikipedia.org/wiki/Black_hat)" practice of publishers illegitimately gaming paid search advertising by employing robots or low-wage workers to repeatedly click on each [AdSense](https://en.wikipedia.org/wiki/AdSense) ad on their sites, thereby generating money to be paid by the advertiser to the publisher and to [Google](https://en.wikipedia.org/wiki/Google).[[1]](https://en.wikipedia.org/wiki/Click_fraud#cite_note-1)