Accidental Click Analysis: Product Insights

Data-driven exploration of user click behaviour, revenue impact, and actionable recommendations.

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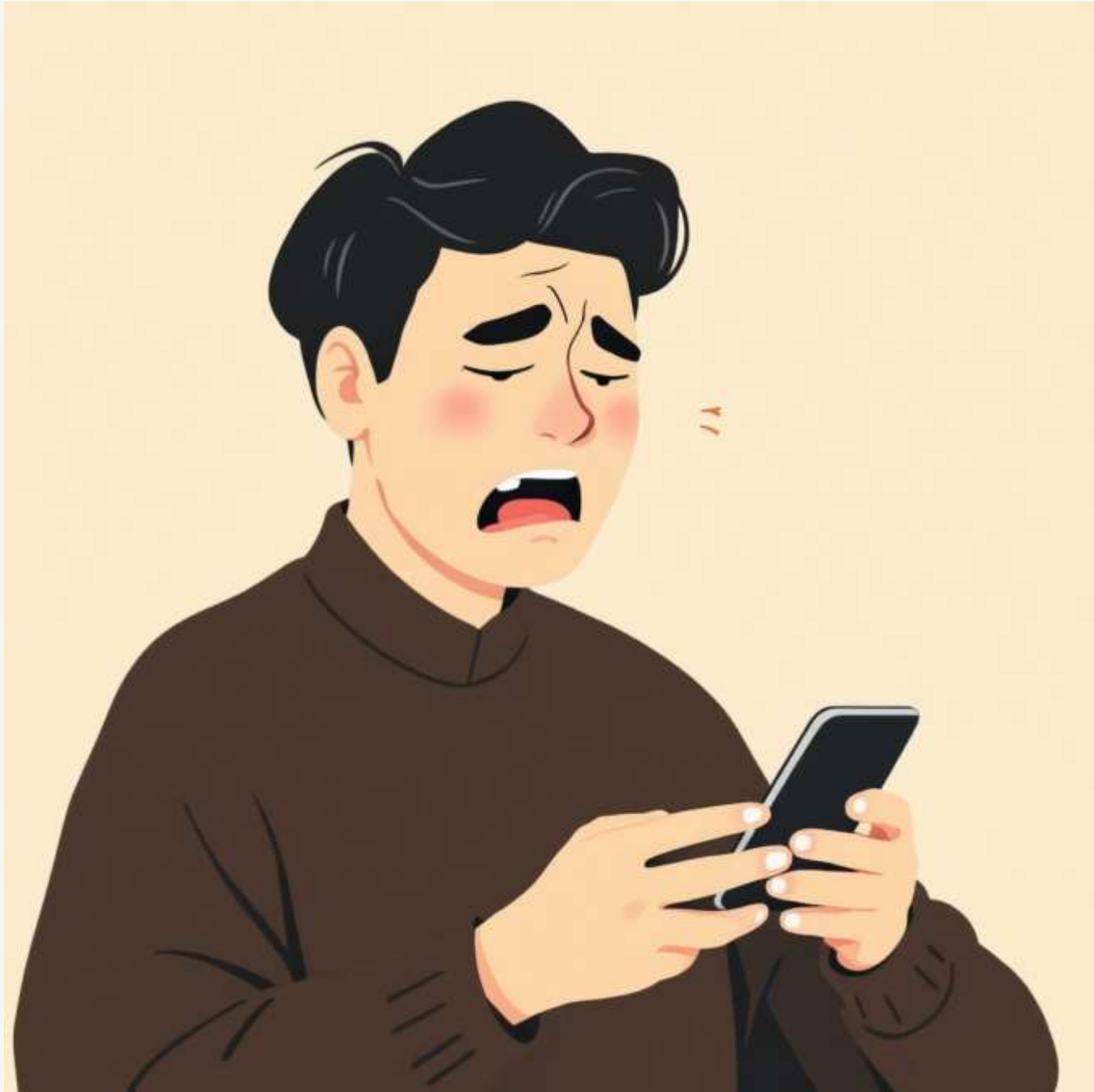
The Challenge

Distinguishing Intent from Accident

Company T displays ads on content websites where users engage with articles and media. While many clicks represent genuine purchase interest, others occur accidentally—users trying to close pop-ups, scroll through content, or navigate away inadvertently trigger ad clicks.

These accidental clicks redirect users to advertiser sites against their will, degrading user experience and potentially wasting advertiser budgets on low-intent traffic.



The Core Hypothesis

> Clicks occurring immediately after ad visibility are more likely to be accidental. Genuine users won't mind clicking twice if their first attempt is blocked.

01

Ad Becomes Visible

User scrolls to content, ad enters viewport

02

Click Occurs

Time measured from visibility to click event

03

First Click Blocked

System intercepts click, keeps user on page

04

User Response

Intentional users click again; accidental users continue browsing

This insight led to the creation of a key metric: **% 2nd Clicks** = (Number of 2nd clicks after blocking) / (Number of 1st clicks blocked). This ratio reveals user intent and helps optimize blocking thresholds.

Does Time Predict Intent?

Immediate Clicks

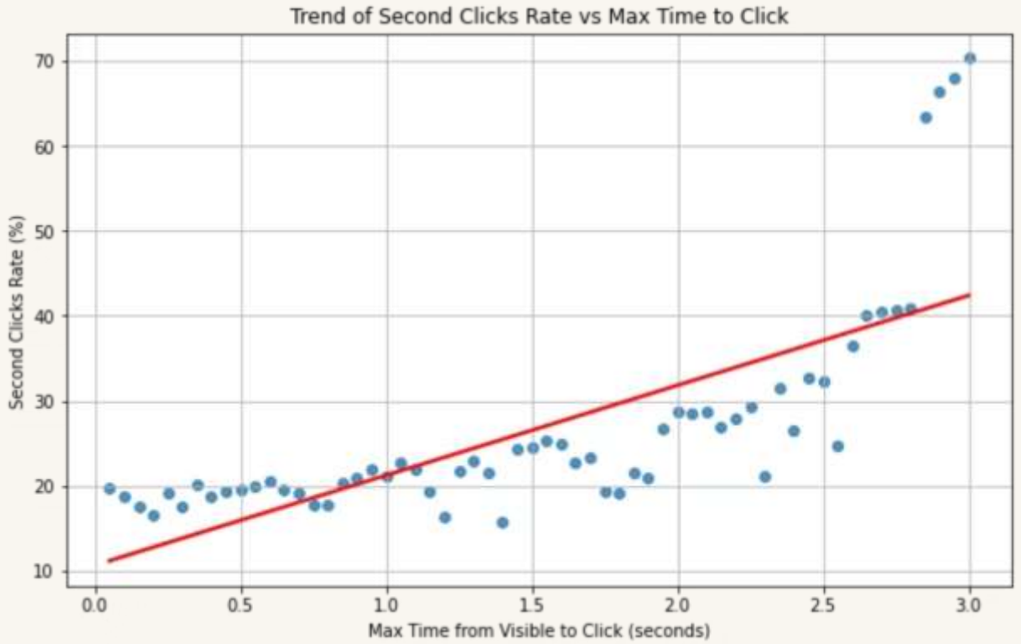
0–0.5 seconds: Only 19% of users click again after blocking, strongly suggesting accidental behavior driven by interface mishaps.

Delayed Clicks

2.5+ seconds: Approximately 45% re-click rate indicates genuine purchase interest and deliberate user engagement.

Strong Correlation

Positive relationship between time-to-click and second-click rate validates the hypothesis across all platforms.



Platform-Specific Behavior Patterns

Mobile & Tablet

37-41% overall 2nd click rate

Touch interfaces create higher accident rates. Fat-finger errors and scroll-triggered taps lead to more unintentional clicks requiring aggressive filtering.

Desktop

~55% overall 2nd click rate

Precise mouse control reduces accidents. Users demonstrate stronger intent signals, with some high time-to-click outliers warranting further investigation.

Tablet Trend Strength

Correlation between time and intent is strongest on tablets, suggesting distinct behavioral patterns worth leveraging in threshold design.

Selecting Optimal Thresholds

Two strategic approaches balance user experience improvement against revenue protection:

Conservative: <0.5 Seconds

Revenue loss: $3,316 (8.6% of total)

- Targets only ultra-fast, highly suspicious clicks
- Minimal revenue risk with measurable UX improvement
- Ideal for traffic volume-focused accounts

Aggressive: <2 Seconds

Revenue loss: $17,355 (45.1% of total)

- Dramatically reduces accidental clicks
- Filters substantial genuine intent, higher revenue impact
- Best for conversion-rate-focused advertisers

Strategic Revenue Recovery Insight

Block Fast Clicks

Intercept suspicious clicks based on time threshold

Genuine Users Re-Click

Intentional users demonstrate persistence, recovering 60%+ revenue at 2s+ delays

Preserve Revenue

Revenue recovery ratio increases with longer time delays, validating tiered approach

The revenue-per-click analysis reveals that accidental clicks (<1s) aren't significantly less valuable than intentional ones (~$0.09 vs $0.10). This means time alone isn't a perfect signal for low-value traffic, but the second-click behavior provides the critical differentiation.

Product Innovation Opportunity

Dual Product Offering Strategy

"High-Intent Clicks" Premium

- Strict 2-second threshold
- Guaranteed high-conversion traffic
- Higher CPC pricing justified
- Lower bounce rates, efficient acquisition

"Standard Clicks" Volume

- Minimal 0.5-second filtering
- Maximum reach and impressions
- Lower CPC, accessibility-focused
- Ideal for brand awareness campaigns

This segmentation mirrors industry standards like viewable vs. standard impressions, giving company T competitive advantages:

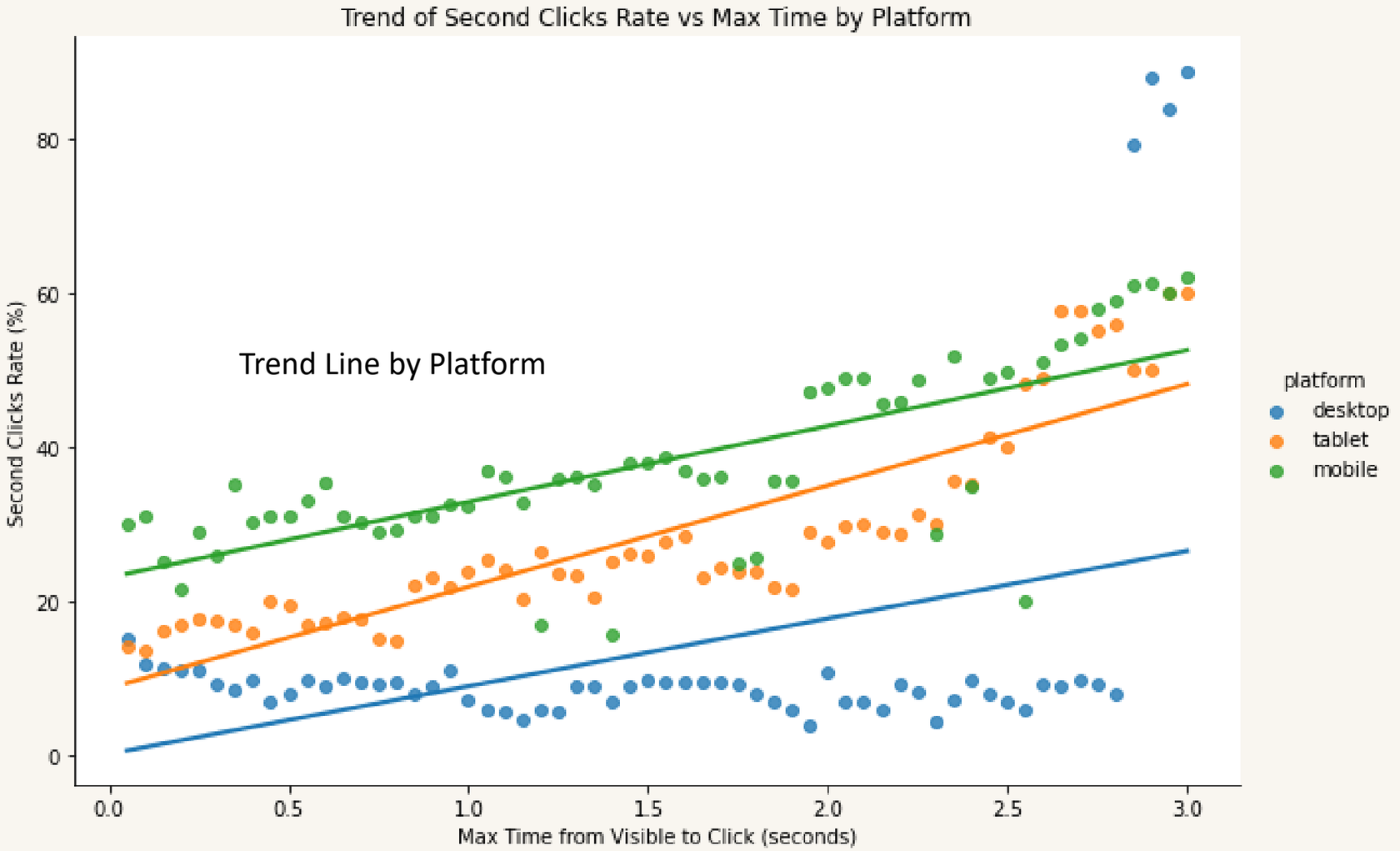
- **Pricing flexibility** across advertiser tiers
- **Better advertiser matching** to campaign goals
- **Transparency and control** as differentiators
- **Platform-specific optimization** opportunities

Additional Testing Hypotheses

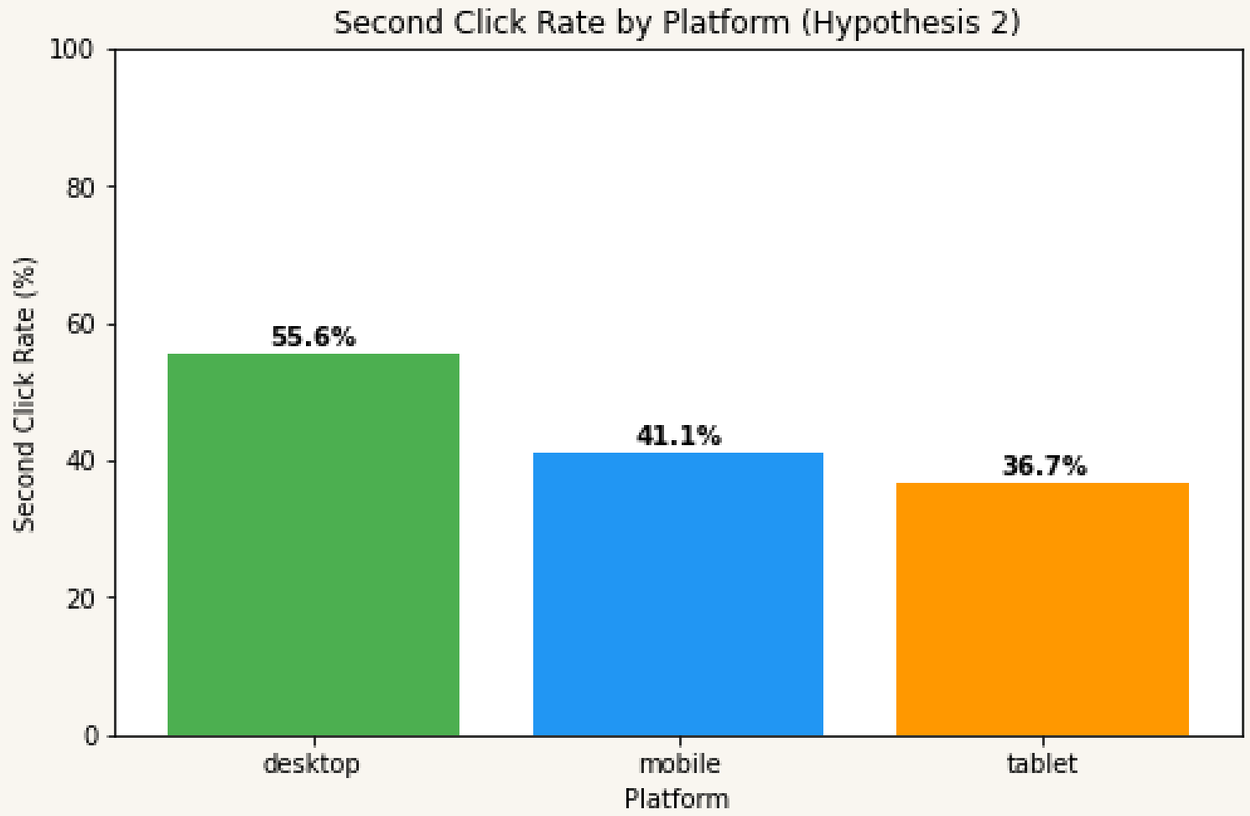
Generated through AI-assisted analysis to identify new accidental click detection opportunities:

- Mobile/tablet show lower second-click rates, indicating more accidental clicks
- Blocking <1s clicks reduces revenue almost as much as intentional clicks
- Longer click delays recover more revenue from intentional users

Trend Line by Platform

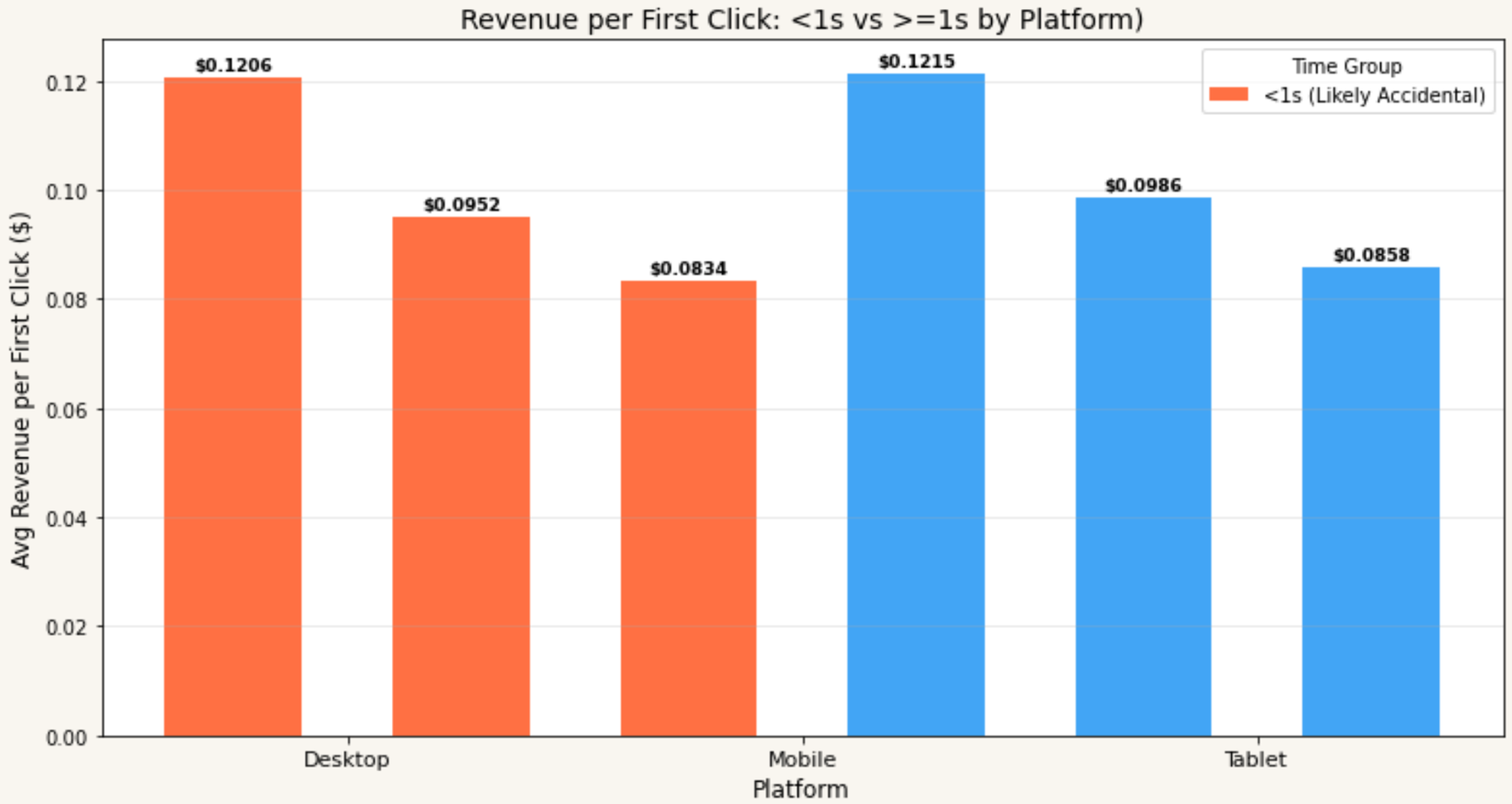


Aggregate second clicks rate by platform



Mobile and tablet show lower overall % 2nd Clicks (around 37-41%), indicating higher rates of accidental clicks where users are less likely to re-click after a block. Desktop have a higher % (around 55%), suggesting fewer accidents and more persistence from intentional users. This could justify platform-specific blocking thresholds, such as more aggressive blocking on mobile/tablet to improve user experience while preserving revenue on desktop.

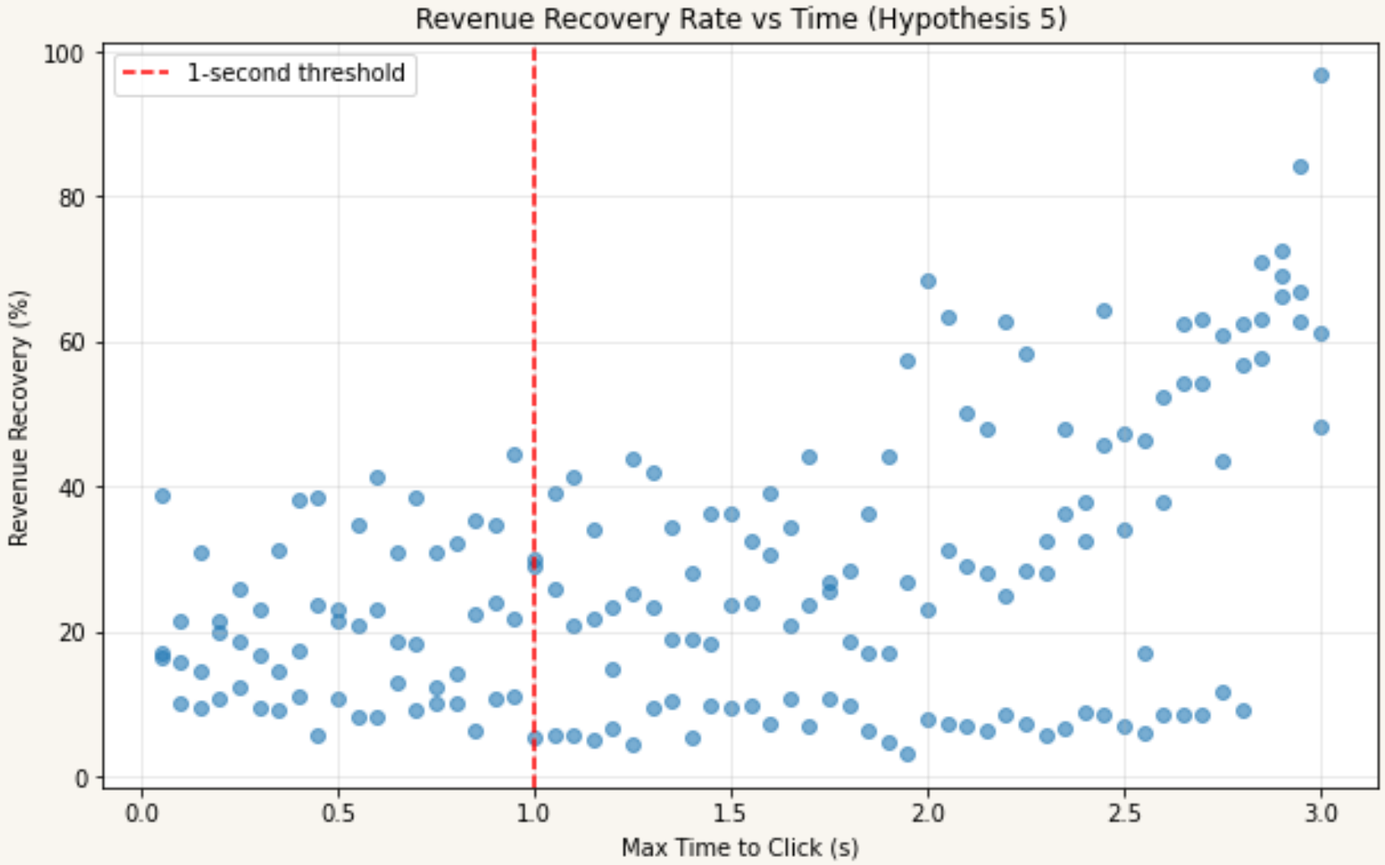
Revenue per First Click + % Difference



Accidental clicks (<1s) are not much less valuable in terms of revenue per click. Blocking <1s clicks will cost revenue almost as much as blocking intentional ones. Time alone is not a strong signal for low-value clicks.

Hypothesis : The ratio of second-click revenue to blocked first-click revenue increases with time

showing higher "recovery" of intentional revenue at longer delays. Why? Intentional users re-click and generate nearly full revenue; accidental ones don’t.



Positive correlation (~0.47), with recovery >60% above 2s, justifying time-tiered blocking.

Key Recommendations

Implement Conservative Threshold Initially

Start with <0.5s blocking to improve UX with minimal revenue risk. Monitor 2nd click rates and platform-specific behavior closely during rollout.

Develop Tiered Product Offerings

Create "Premium" and "Standard" click products with different threshold levels, allowing advertisers to choose based on their conversion vs. volume priorities.

Continue Platform-Specific Optimization

Given the 37-41% mobile/tablet rate vs. 55% desktop rate, design platform-aware blocking logic to maximize effectiveness across device types.

This analysis demonstrates that **strategic click filtering can simultaneously improve user experience and protect revenue** through data-driven threshold selection and product differentiation.