**Google to Give Full Refunds for Ad Fraud on DoubleClick Bid Manager**

The news comes a few weeks after The Wall Street Journal reported that Google was issuing refunds to advertisers whose ads reached bots instead of humans, but only for its fees of 7 percent to 10 percent, not the whole cost of wasted ad spending.

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<http://adage.com/article/digital/google-makes-big-doubleclick-refund-policy/310554/?utm_source=daily_email&utm_medium=newsletter&utm_campaign=adage&ttl=1506683724&utm_visit=113450>