**2024**

# Ads Safety Report

Google's work to prevent malicious
use of our ads platforms

Google

# Ads Safety Report

Our annual Ads Safety Report shares the progress we made in 2024 in enforcing our Ads and Publisher policies and holds us accountable in our work of maintaining a healthy ad-supported internet.

In 2023, we shared how generative artificial intelligence (AI) enhanced our enforcement by accelerating our content review and actions against policy violators. In 2024, the key takeaway is how AI is bolstering not only enforcement against bad ads, but also our ability to prevent fraudsters from entering our ecosystem.

## More advanced models improve enforcement

Bad actors constantly adapt their tactics to evade detection, making policy enforcement an always-on endeavor. While our earlier machine learning models required vast datasets for training, our latest Large Language Models (LLMs) operate much more efficiently. They need only a fraction of the information earlier models needed to quickly recognize emerging threats, identify patterns of abuse, and distinguish legitimate businesses from scams. This agility is key to combating diverse, rapidly-evolving threats at scale.

Last year, we continued to invest heavily in making our LLMs more advanced than ever, launching over 50 enhancements to our models which enabled more efficient and precise enforcement at scale. Prioritizing these technical advancements allows our teams to focus on more complex, ambiguous problems, which in turn provides our LLMs with nuanced training data to better address these instances in the future.

Take, for example, our Publisher policy enforcement, which helps ensure that publishers can safely monetize their content through ads: Our AI-powered models contributed to the detection and enforcement of 97% of the pages we took action on last year. By using these models, we significantly expedited site reviews, enabling quicker monetization while keeping ads from appearing on violative pages.

# Keeping billions of bad ads from ever showing

LLMs have not only advanced policy enforcement, but they have also improved our ability to be more proactive than ever in preventing abuse. These AI-powered tools accelerate complex investigations, enhancing our ability to uncover and prevent networks of bad actors and repeat offenders. These preventative efforts kept billions of policy-violating ads from ever showing to a consumer, while simultaneously ensuring that legitimate businesses can show ads to potential customers quickly.

One way we do this is by fighting advertiser fraud at scale, using signals like business impersonation and illegitimate payment details as early indicators of potential consumer harm. Throughout 2024, we continued to invest in stopping this fraud early in the account set up process, enabling us to stop countless harmful ads before they could run. To put this into perspective: we suspended over 39.2 million accounts in total, the vast majority of which were suspended before they ever served an ad.
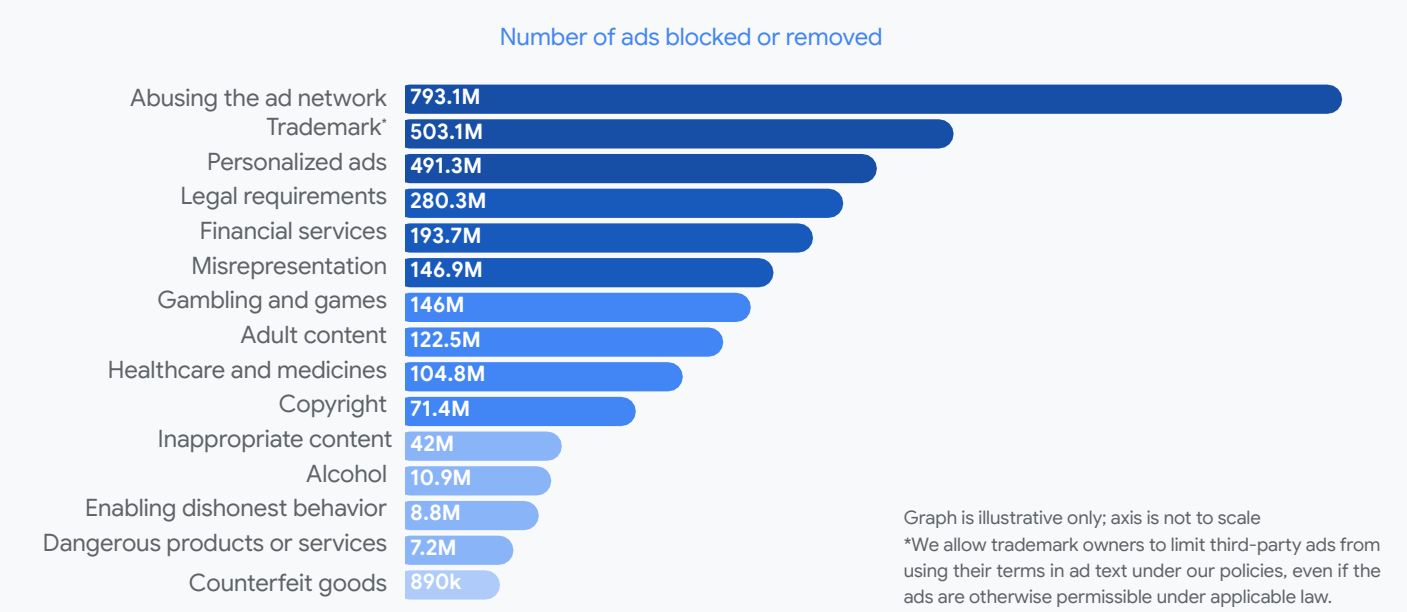
Advertiser identity verification is another important tool that helps us prevent suspended bad actors from returning, while providing transparency about who is behind an ad. This program now covers more than 200 countries and territories, with over 90% of ads seen by people on Google coming from verified advertisers, on average. We continue to grow this number and verify accounts daily as new advertisers join our platform.

## Advertiser policy enforcement

Our policies are designed to support a safe and positive experience for our users, which is why we prohibit content that we believe to be harmful to users and the overall advertising ecosystem.

### 5.1 billion bad ads stopped in 2024

Below are the policies that we enforced the most in 2024:

**Number of ads blocked or removed**

| Policy | Number |
|---|---|
| Abusing the ad network | 793.1M |
| Trademark* | 503.1M |
| Personalized ads | 491.3M |
| Legal requirements | 280.3M |
| Financial services | 193.7M |
| Misrepresentation | 146.9M |
| Gambling and games | 146M |
| Adult content | 122.5M |
| Healthcare and medicines | 104.8M |
| Copyright | 71.4M |
| Inappropriate content | 42M |
| Alcohol | 10.9M |
| Enabling dishonest behavior | 8.8M |
| Dangerous products or services | 7.2M |
| Counterfeit goods | 890k |

Graph is illustrative only; axis is not to scale

*We allow trademark owners to limit third-party ads from using their terms in ad text under our policies, even if the ads are otherwise permissible under applicable law.

# Adapting to combat ever-evolving scams

Since the early days of the internet, Google has been battling sophisticated scammers using everchanging techniques in attempts to game our systems – 2024 was no exception. We moved to fortify our defenses against these bad actors by strengthening and expanding our policies, deploying rapid-response teams, and refining our detection to limit the reach of scams. Recognizing this is an industry-wide challenge, we also enhanced cross-industry information sharing by co-founding the new Global Signal Exchange with the Global Anti-Scam Alliance.

One industry-wide trend that emerged was the rise of public figure impersonation ads – bad actors using AI-generated imagery or audio to imply an affiliation with a celebrity to promote a scam. To fight back, we quickly assembled a dedicated team of over 100 experts to analyze these scams and develop effective countermeasures, such as updating our Misrepresentation policy to suspend advertisers that promote these scams. As a result, we were able to permanently suspend over 700,000 offending advertiser accounts. This led to a 90% drop in reports of this kind of scam ad last year. While we are encouraged by this progress, we continue to work to prevent these scams.

This is just one example of our ongoing work to fight all kinds of ad-based scams across the globe. In 2024, we blocked or removed 415 million ads and suspended over 5 million accounts for violating our ads policies most closely associated with scams.

## Restricted ads

The policies below cover content that is sometimes legally or culturally sensitive. Online advertising can be a powerful way to reach customers, but in sensitive areas, we also work hard to avoid showing ads when and where they might be inappropriate. For that reason, we allow the promotion of the content below, but on a limited basis. These promotions may not show to every user in every location, and advertisers may need to meet additional requirements before their ads are eligible to run.

### 9.1 billion restricted ads in 2024

| | |
|---|---|
| Legal requirements | 428.8M |
| Financial services | 268.3M |
| Gambling and games | 108.9M |
| Adult content | 96M |
| Copyright | 115.1M |
| Healthcare and medicines | 106.6M |
| Alcohol | 34.2M |

# Safeguarding election integrity worldwide

2024 was a major year for global elections and half of the world's population lived in a country that went to the polls. Google's work to support election integrity has never been more important. As part of this effort, we continued to expand our identity verification and transparency requirements for election advertisers to new countries. These measures, which include "paid for by" disclosures and a public transparency report of all election ads, help ensure users around the world are able to identify election ads and know who paid for election ads they see. Additionally, we were also the first company to launch disclosure requirements for AI-generated content in election ads, building on our existing transparency efforts around elections.

In the past year alone, we verified more than 8,900 new election advertisers and removed 10.7 million election ads from unverified accounts. We also continued to enforce our policies against demonstrably false election claims around the world.
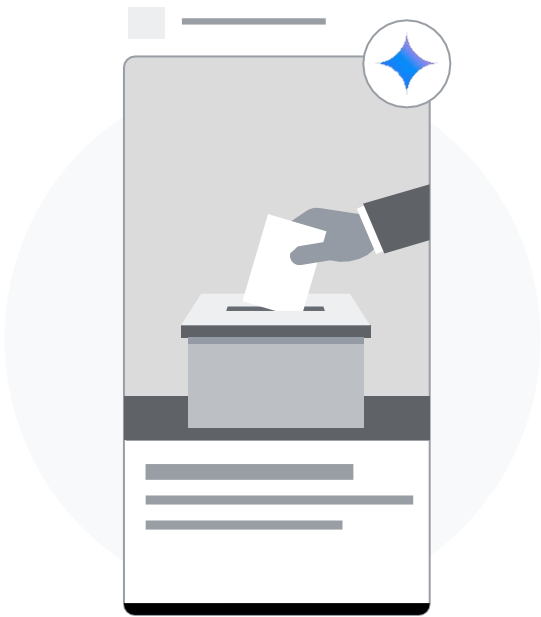
## Publisher enforcement

We support the open web by helping publishers monetize their content. This content is subject to certain publisher policies and restrictions.

## 1.3 billion pages taken action against in 2024

Below are the areas that we enforced the most in 2024:

### Number of pages

| Category | Number of pages |
|---|---|
| Sexual content | 1.2B |
| Dangerous or derogatory content | 24.8M |
| Malicious or unwanted software | 19.3M |
| Shocking content | 13.6M |
| Weapons promotion and sales | 12.8M |
| Online gambling | 8.8M |
| Tobacco | 5M |
| Alcohol sale or misuse | 3.6M |
| Intellectual property abuse | 2.7M |
| Sexually explicit content | 1.1M |

Graph is illustrative only; axis is not to scale

## 2024 Enforcement Numbers: A Testament to AI's Impact

In **2024**,

we removed over

# 5.1B

advertisements

restricted over

# 9.1B

advertisements

suspended over

# 39.2M

advertiser accounts

→ Blocked or restricted ads on **1.3 billion publisher pages** and took broader site-level enforcement action on over **220,000 publisher sites**

→ Continued to hone our policies, with **over 30 updates** to our Ads and Publisher policies in the past year

The ad safety landscape is constantly changing, reshaped by technological breakthroughs like advancements in AI, emerging abuse tactics, and global events, demanding continuous agility from our industry. In this dynamic environment, we are meeting these challenges head-on, deploying cutting-edge technology and collaborating with partners to foster a safer online experience for everyone.

**Country-level enforcement insights**

Australia    Brazil    Japan
India    United Kingdom    United States

**Learn more about our policies**    Advertiser    Publisher