Google Ads Invalid Traffic Overview Card explained: seeing blocked clicks and automatic credits

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Short answer: on 12 November 2026 Google introduced the Invalid Traffic Overview Card in Google Ads, a report that shows advertisers how much invalid-traffic spend was avoided and what credits were issued automatically. Google says it does not charge for invalid traffic and that it has reduced advertiser exposure to invalid leads by an average of 30% so far in 2026. It matters because it moves fraud protection from a background claim to something you can inspect in the interface.

TL;DR The short version

- On 12 November 2026 Google added an Invalid Traffic Overview Card to Google Ads, showing spend saved by blocking invalid activity and credits issued.
- Google says it does not charge for invalid traffic and has cut advertiser exposure to invalid leads by an average of 30% in 2026.
- The card shows only what Google detects, so compare its credits with your own server logs and conversion quality.

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What is invalid traffic?

Invalid traffic is activity that is not a genuine person with genuine interest, for example bots or accidental clicks. The announcement came from Keerat Sharma, VP and GM, Ads Privacy and Safety, who says Google blocks most of it before billing and credits advertisers when it is detected later where appropriate and possible.

How the new card works

- It is a front-end card in Google Ads rather than a new filter.
- It shows two things for the first time, per Google: the amount saved by blocking invalid activity, and the credits Google applies automatically.
- It reports on Google’s own systems; it does not replace your own click-fraud analysis or analytics checks.

What Google reports

- No charge is made for invalid traffic, per Google.
- Credits are issued if invalid activity is found after the fact, where appropriate and possible.

- Exposure to invalid leads was reduced by an average of 30% so far in 2026 through system upgrades, a Google figure not independently verified.

Limitations and open questions

- The post is short; methodology, thresholds and how “invalid leads” are defined were not described.
- The card covers traffic Google detects. It cannot show what Google missed.
- Where the card appears and for which campaign types may vary by account; check Google Ads Help.

How to use it, step by step

1. Open the card for your main accounts and note the baseline.
2. Compare the credits with your own server logs and conversion quality.
3. Investigate lead-form campaigns separately, since the 30% claim concerns invalid leads.
4. Keep your own bot filtering on forms and tag-level checks.

What it means for marketers and finance teams

The card gives a documented number to point to in budget reviews and client reports. It is not an audit. Reconcile it with billing, and treat unexplained lead quality problems as a separate investigation. See Squoosh UX-1 and simulated A/B tests for a different angle on measurement.

Frequently asked questions

- **Does Google charge for invalid traffic?** Google says it does not.
- **What if invalid clicks are found later?** Google says it issues a credit where appropriate and possible.
- **Does the card prove my traffic is clean?** No. It reflects what Google’s systems detected.

Related reading

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Sources and currency

Sources were read on 23 November 2026. Products, rules and standards change, so check the linked originals before you rely on any detail.

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Sources and further reading

1. Keerat Sharma, Google. We’re introducing a new transparency tool for invalid traffic in Google Ads. 12 November 2026. blog.google/products/ads-commerce/invalid-traffic-overview-google-ads.

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