



# **Fake Ad Scam Guide**

## **How To Spot Fake Ads And Shop Safely**

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## What Are Fake Ads?

Scammers create fake ads that look real. People think they're buying a deal but lose money or never get the item.





## **Don't Trust the Look**

**Slick videos or photos can be borrowed from the real brand.**

**Images don't prove legitimacy.**

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## Price Too Good? Slow Down

If a deal seems too good to be true, it probably is. Huge discounts on brand products are often fake.



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## Check the Seller

Don't buy from unknown Facebook pages or unfamiliar sites. That is like buying from a random stranger.





## **Search Before You Buy**

**Google the exact wording from the ad. Find identical entries for different sites? Scam.**

**Search the product or site name with the word “scam” to see red flags.**



## Look at Reviews & URLs

If most reviews are new or clustered within days, they may be fake. Domains like “.site” or “.xyz” can be more likely to host scams.

# Security Awareness, Simply Explained

Stay smart when shopping  
online - fake ads are  
everywhere.



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