INCIDENT REPORT

Report Date: 6 October 2025
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Department: Digital Marketing / Advertising Management
Subject: Detection of Unauthorized Access to Bing Ad Account and Campaign Termination

1. Incident Description

It was detected that the cost per conversion in a campaign on the Bing ad account was unusually high (approximately £130–£200).
When reviewing the campaign's history to understand the cause, it was found that on 4 October 2025, an unauthorized user had made changes to the campaign.

Access logs further revealed that a second unauthorized account also had access rights to the account.
A screenshot of the changes made (by **Aaron**) has been attached to the report.

2. Immediate Actions Taken

- The high-spending campaign was terminated.
- Only branding-focused campaigns were kept active in the account.
- Unauthorized users (**Aaron** and Akhil) were completely removed from the system.
- Screenshots of the changes made to the campaign were attached to the report.

3. Root Cause Analysis

According to the campaign's historical data, the campaign had already shown a tendency toward high spending in the past.
The changes made on **4 October** did not directly affect the campaign's performance.
However, due to the risk of unauthorized access, the incident was officially recorded.

4. Impact Assessment

- **Affected platform:** Bing Ads
- **Affected campaign:** High_Generic_B_Search
- **Loss:** Cost per conversion in the range of £130–£200
- **Brand reputation:** Unaffected — the situation was quickly detected and brought under control.

5. Corrective and Preventive Measures

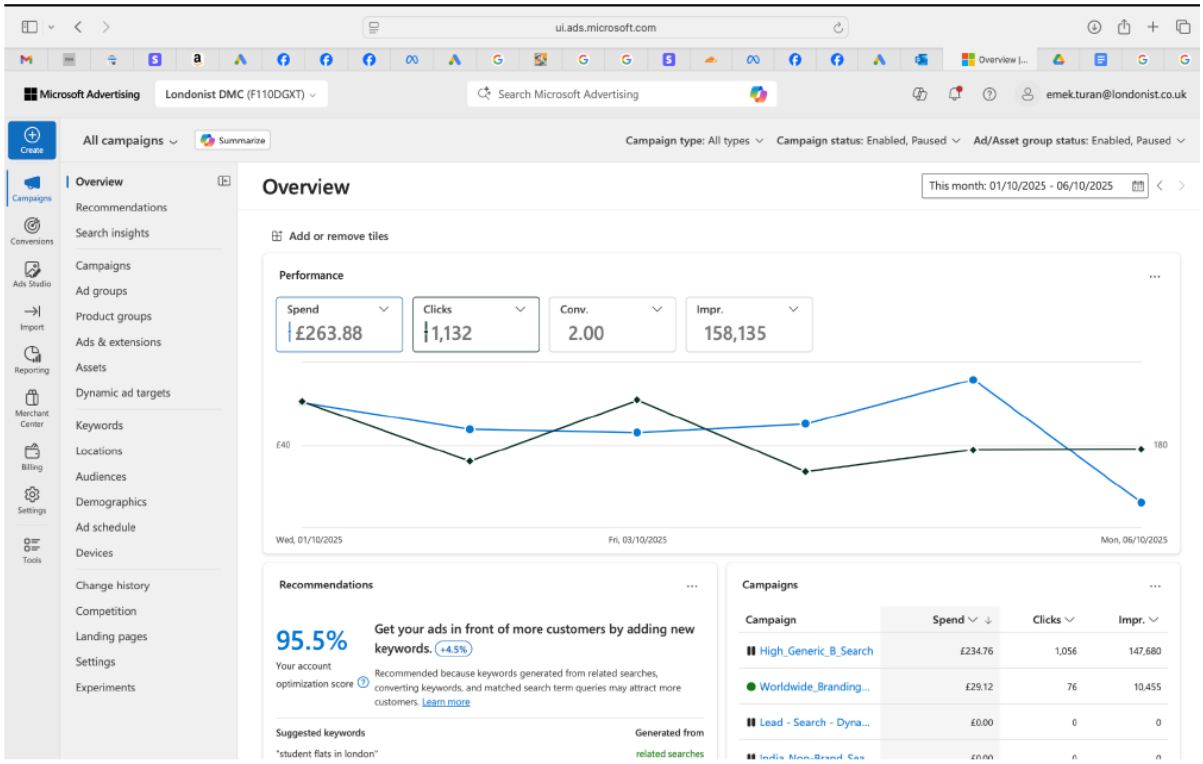
- Account access has been restricted only to authorized personnel.
- Only branding campaigns will continue to run on Bing.

6. Report Attachments

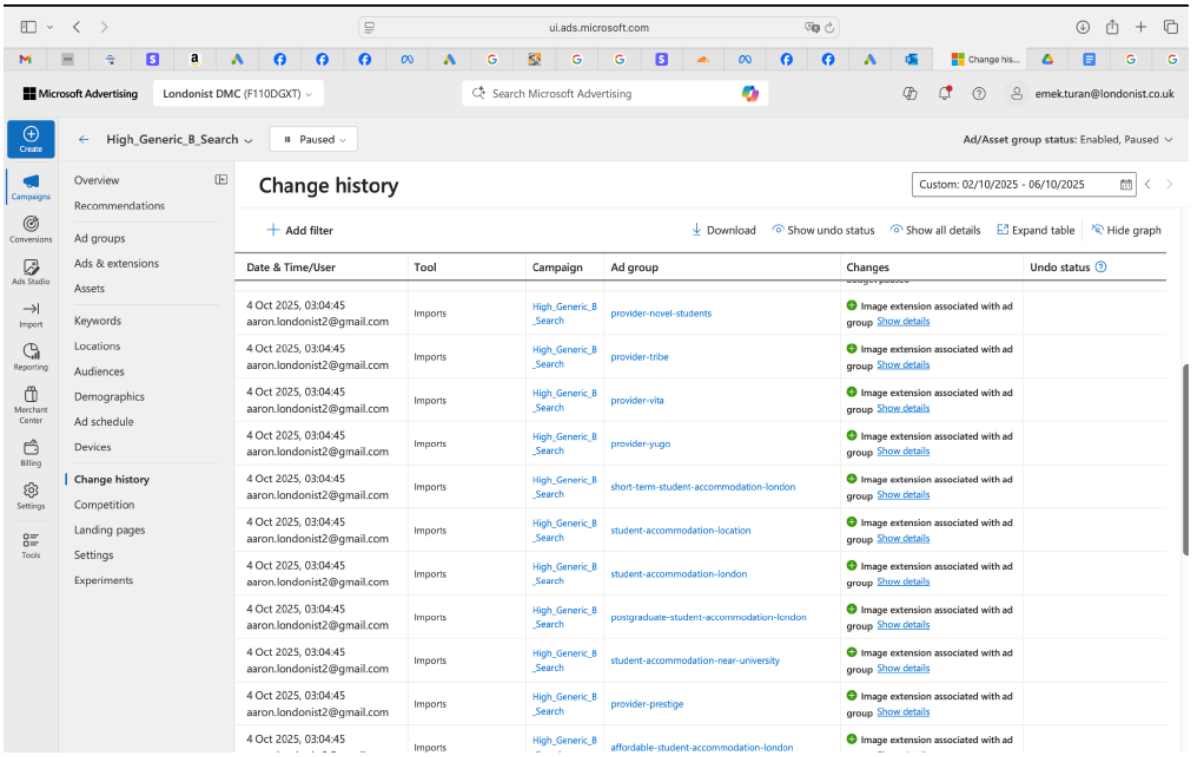
- Campaign ad spend between 1–6 October (Annex–1).
- Screenshot of changes made by Aaron (Annex–1).
- Details of accounts with access to the Bing ad account.

Supporting Evidence in Attachments:

Performance overview dashboard from Bing Ads, showing spend (£263.88), clicks (1,132), conversions (2), and impressions (158,135).



Campaign “Change History” showing multiple edits made by **aaron.londonist2@gmail.com** on 4 October 2025.



User Management section listing accounts with access: Aaron (gmail), Akhil (londonist.co.uk), and one primary official account.

