

# INVALID TRAFFIC REDUCED FROM 45% TO 7% IN 4 MONTHS FOR ONLINE GAMING WEBSITE



## THE CHALLENGE

This performance marketing agency work primarily in the online betting sector and its team are passionate about data and technology. Their expertise meant that, unlike many online advertisers, they were well-aware of the growing global issue of ad fraud and how it impacts paid media campaigns. With a deep understanding of the issue, the agency knew what kind of solution was needed to deliver real results for their clients.

## RESULTS

The agency team conducted meticulous examination of ad fraud platforms and their detection methodologies. They chose Veracity as it offers automated protection against ad fraud and is based on multi-layered detection methods which combine visitor journey tracking, fingerprinting and AI to detect non-human traffic with accuracy.

The agency ran a trial with one of their online gaming clients. Veracity detected 45.2% invalid, non-human traffic with the peak above 60% on one campaign during the 2-week detection phase.

The removal of invalid traffic allows for cleaner, more accurate campaign measurement and reporting, without non-human traffic skewing the data



Invalid traffic reduced from 45.2% to 7% in 4 months



Budget effectiveness increased from 54% to 93%



25% reduction in cost per click

“As a growth performance agency, we rigorously measure client campaigns and have ambitious ROAS targets. Using Veracity to combat ad fraud gives us accelerated campaign performance and accurate data.”

**Malcolm Graham, Agency Director**

 **Veracity  
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