

CASPIAN INSURANCE STRENGTHEN THEIR CYBERSECURITY AND CUT AD FRAUD



ABOUT CASPIAN

Caspian Insurance is an award-winning, industry-leading insurance brokerage with a five-star Trustpilot rating. They save time and money by using their expertise to compare the market and offer tailored policies for both business and personal use.

Caspian Insurance are using Veracity's Web Threat Protection and Ad Fraud Prevention across their primary brand, as well as a subsidiary consumer brand; Busy Bee Life Insurance.

RESULTS

Veracity Web Threat Protection (WTP) has **identified and stopped 58%** of web traffic identified as Malicious Bots looking for vulnerabilities and potential attack points to the Busy Bee Branded website. This is despite having a market leading CDN solution in place.

In addition to on-site protection, with Ad Fraud Protection in place, since April 2023, the two brands **have saved nearly £100,000 in wasted spend**. Over that time, Caspian Insurance and Busy Bee, between them have seen a huge **74% reduction in fraudulent traffic** engaging in their ads, meaning they can be confident their budget is being spent efficiently.

"Implementing Ad Fraud Prevention, we've saved around 25% of our ad spend that previously would have been squandered on non-human ad clicks. And with Veracity's Web Threat Protection, we have gained peace of mind regarding cybersecurity risks to our website and business. And, we have far more accurate website data to give richer and more accurate insights that will help us serve our customers even better." Hayley Lucas.



"We started protecting our estate in April 2023, and the last two quarters have been stronger than ever. We are seeing great conversions and even better quality of traffic. All data is accessible through the platform meaning we can look in real-time at how our ads and websites are performing."

Hayley Lucas, Head of Marketing at Caspian Insurance.



veracitytrustnetwork.com

hello@vtn.live

UK +44 (0) 5603 861 037

US +1 (833) 286 6284