

INCREASING GENUINE HUMAN CAMPAIGN VISITORS BY 59% FOR GENPOWER



ABOUT GENPOWER

Hyundai Power products, the trading name of Genpower, is the official UK store for garden machinery, generators, lawnmowers, air compressors, water pumps and more. Rated excellent on Trust Pilot with over 6,000 reviews, Google and Facebook Ads are key to their new customer acquisition strategy.

THE PROBLEM

Running a Veracity Trust Network trial gave the team visibility on the extent of invalid traffic on their campaigns. Like many E-commerce businesses, they were hit by bots that were clicking on their ads, accounting for 36% on average of their campaign traffic.

RESULTS

With Veracity Trust Network click fraud protection in place, the results were noticeable very quickly and in just 2 weeks Hyundai saw a 24% reduction in fraudulent traffic. This gave them over 20,000 more clicks from legitimate human visitors.

The positive impact on the campaign showed Genpower just how powerful click fraud protection could be. With Veracity Trust Network, the value of its click fraud prevention is clear, and the benefits are far reaching as the campaign costs have all reduced too.

After just a few weeks, Veracity Trust Network has demonstrated that it makes a huge difference to campaign performance and quality of new customer lead acquisition.



24% reduction in
invalid bot traffic



78% reduction
in cost per lead



32% drop in
cost per visitor

“I’m very impressed with Veracity Trust Network’s service and customer support. Genpower is saving money and the sales are going very well. Veracity deals with the problem of click fraud on paid advertising.”

**Guy L, Marketing Consultant at
Genpower**

 **Veracity
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