

LARGE QUARTERLY SAVINGS FOR RETAIL LEISUREWEAR BRAND ISLAND JAY



ABOUT ISLAND JAY

Island Jay is a US online retail brand bringing a tropical feeling to all those that wear their soft and durable leisure-wear. In the current climate where comfort clothing sales are booming, their hoodies and colour t-shirts are in hot demand. Like many ecommerce brands, Island Jay had some awareness of click fraud but with no data available on this from Facebook, they really had no idea of how much of their ad spend was being wasted on fake clicks.

THE PROBLEM

Our customer success team assessed Island Jay's Facebook campaigns and we found that in their worst hit month, in terms of bot traffic, **66% of their budget was being wasted** on invalid, non-human impressions and clicks. On average across a number of months the waste was still a significant 38.6% of their entire budget, with as few as 55% of paid impressions and clicks being human for some campaigns.

THE SOLUTION

Island Jay deployed Veracity Trust Network's ad fraud prevention across its Facebook campaigns and are now recovering and redeploying that wasted ad spend into effective ad spend clicked on by humans. That's the equivalent of **\$4k a month waste saving for every \$10k spent**; spend that was previously being wasted on invalid bot traffic. This will inevitably result in more humans and therefore higher ROAS.

"The support from Veracity Trust Network has been excellent. From the US representative to the UK customer success team - the support has been great across the board."



"Veracity Trust Network initially detected that as much as 66% of clicks on some of my Facebook ads were invalid bot clicks. I have seen a significant reduction in bot traffic every month on my Facebook campaigns."

Jason Guarino,
Founder of Island Jay



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