

41% REDUCTION IN COST PER CLICK FOR MONEYPENNY



ABOUT MONEYPENNY

Money Penny is the #1 outsourced provider of call centre operations to over 21,000 businesses. Handling over 20m calls and chats annually makes Money Penny the biggest and fastest-growing company of their type.

RESULTS

During the trial, the only thing that Money Penny changed was adding Veracity Trust Network's ad fraud prevention and the results were noticeable very quickly with an increase in calls in both the UK and the US. The leads were of much better quality, and had a **41% reduction in cost per click**.

After a few weeks, Money Penny were already noticing better quality leads and they are predicted to be the best leads against target ever.

"Very impressed with the support and how easy it is to implement. As a company, we have exciting growth planned and are looking forward to working with Veracity through this."

"I find the data analytics tab very useful so that I can see what amount of traffic is human. This is something we have never been able to do before."

Hannah Stringer,
Marketing Director at Money Penny.



72%
reduction in bots



50%
reduction in cost per visitor



41%
reduction in cost per click



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