

SAVING MORE THAN 60% OF TOTAL DIGITAL AD SPEND FOR QV SKINCARE



ABOUT QV SKINCARE

As an integrated marketing agency, Dex's solutions focus on their client's business needs while elevating brand reputation. They support some of the world's largest organisations through visual and design, performance marketing, customer acquisition and community engagement.

Dex implemented Veracity for one of their clients, QV Skincare Singapore - an Australian owned skincare brand. QV products are soap free, gentle on the skin, and suitable for eczema sufferers. QV is highly recommended by dermatologists and is the No. 1 Skincare brand in Singapore hospitals.

RESULTS

With Veracity Trust Network's ad fraud prevention product in place, the results were noticeable very quickly. There was an improvement in QV's website traffic quality, and even a significant improvement on ad results such as a higher click through rate (CTR), while cost per result was maintained. The ROI achieved with Veracity exceeded QV's expectations. Across Facebook and Google ads, over **50% of bots were eliminated**, meaning QV **saved more than 60% of their total digital ad spend** over a six month period.

With VTN, QV are able to create impactful campaigns with accurate data which helps in decision making and planning. On top of that, Veracity's solution creates efficiency in marketing spend and allows companies to do more with less. QV can be certain that they have reached real people and achieved real engagements with their campaigns. The results also provide a clearer understanding of downstream impact for more effective digital marketing strategies.



"The reports by VTN provide us with significant data that helps guide our campaign strategies, especially when coupled with our data from other sources - it gives us a more holistic understanding of our efforts. The VTN Team has been extremely helpful and supportive throughout the entire process of winning, implementation and continuous improvement to ensure success for our clients."

Samantha Tan, Campaign Specialist



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