

REDUCING FRAUDULENT TRAFFIC BY 45% FOR VIDRATE



ABOUT VIDRATE

ViDrate offers a range of hydration powders with added vitamins, electrolytes and zero sugar for people who struggle to drink plain water.

ViDrate has been created to help you drink more water. If you struggle with drinking water on a daily basis, ViDrate can help you! We contain natural flavours to help make the water extra tasty and at the same time, we are a zero-sugar product and contain vitamins and electrolytes.

RESULTS

With Veracity Trust Network's ad fraud prevention in place, ViDrate saw a **45% reduction in fraudulent traffic**.

This resulted in thousands more real people engaging. Over the last 6 months, the results have been noticeable very quickly. This was across Facebook and Google.

Veracity Trust Network saves ViDrate hours each month, by reducing the time spent pulling together data from multiple sources to create end-of-campaign reports.

"We weren't aware of how bad the bot problem was and didn't think we would be affected. The extent of which we are was quite alarming. By having Veracity in place we are getting our ads in front of more real people, and this shows in the results."

"We have found the Veracity team very easy to get on with. Very easy to implement and even easier to understand. The customer support is incredible, we have regular contact and it's always been a pleasure to work with them."

Nick Hird, Co-founder at ViDrate



"We feel more secure having Veracity in place, we can now see what we are saving, which allows us to reinvest in the ads. Not only that but the analytics and tracking are fantastic. Not only are we protected, but the quality traffic has dramatically improved."

Nick Hird, Co-founder at ViDrate



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