**LARGE QUARTERLY SAVINGS FOR US RETAIL LEISUREWEAR BRAND ISLAND JAY**

*“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 at 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 leisurewear. In the current climate where comfort clothing sales are booming, their hoodies and colour t-shirts are in hot demand.

Island Jay attributes much of their success to Facebook and Instagram ads. In fact, 90% of Island Jay’s ad spend goes to Facebook.

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.

*“Before discovering Veracity Trust Network, we thought that click fraud was a problem we had to live with. We initially started looking for a solution which could detect click fraud and provide evidence to Facebook to claim refunds. But we soon learnt that Facebook doesn’t issue refunds.”* Jason Guarino Founder at Island Jay

**The Solution**

Island Jay deployed Veracity Trust Network’s click 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.  Our customer success team plays a vital role in helping Island Jay to measure and improve their Facebook campaign performance using Veracity Trust Network.

*“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.”*