**41% REDUCTION IN COST PER CLICK FOR MONEYPENNY**

*“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.”* Hannah Stringer Marketing Director at Moneypenny.

**About Moneypenny**

Moneypenny is the #1 outsourced provider of brilliant customer conversations to over 21,000 businesses. Handling over 20m calls and chats annually makes Moneypenny the biggest and fastest-growing company of their type.

**Results**

During the trial, the only thing that Moneypenny changed was adding Veracity Trust Network 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, Moneypenny were already noticing better quality leads and they are predicted to be the best leads against target ever.

* 72% reduction in bots
* 50% reduction in cost per visitor
* 41% reduction in cost per click

*“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 Moneypenny