



# US Leisurewear Brand Achieves Quarterly **Savings of \$12k with Beacon.**



*Beacon initially detected that as much as 66% of clicks on some of my Facebook ads were invalid bot clicks. Since using Beacon I have seen a significant reduction in bot traffic, resulting in \$4K saved every month on my Facebook campaigns."*

**Jason Guarino**  
**Founder, Island Jay**

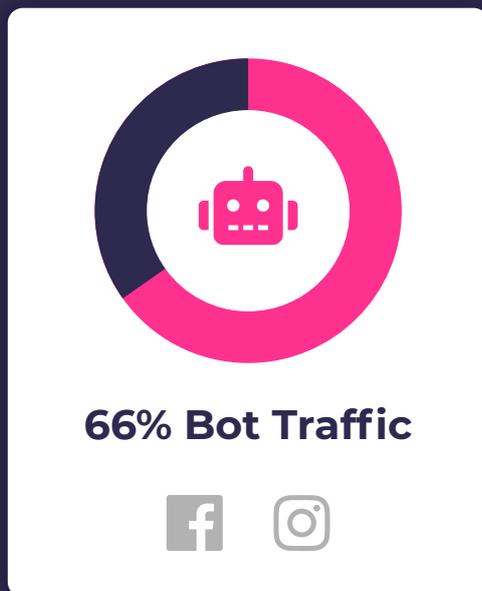
## The Challenge

Island Jay is a US online retail brand bringing a tropical feeling to all those that wear their soft and durable leisure-wear. In the current climate where comfort clothing sales are booming, their hoodies and colourful 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.

*“Before discovering Beacon, we thought that click fraud was a problem we had to live with. We didn’t know that a solution existed which would remove fake clicks from our Facebook campaigns. 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.”* said Jason Guarino, Island Jay’s founder.



## The Problem

Our customer success team assessed Island Jay’s Facebook campaigns during their trial period 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 clicks.

*“It came as a surprise to learn how high bot traffic was, but the data speaks for itself, it’s a relief to have accurate reliable data.”*

## The Solution

Island Jay deployed Beacon’s click fraud protection across its Facebook campaigns and are now saving the equivalent of \$4K a month which was previously being wasted on invalid bot traffic. In the three-month period they’ve been using Beacon, that’s a staggering \$12K in savings, which will inevitably result in higher ROAS.

Beacon’s customer success team plays a vital role in helping Island Jay to measure and improve their Facebook campaign performance using Beacon.

*“The support from Beacon has been excellent. From the US representative to the UK customer success team - the support has been great across the board.”*



Beacon is a campaign intelligence platform that presents real-time information with data you can trust. With campaign measurement, reporting and click fraud protection on Google Ads, Bing, Facebook and Instagram, it empowers marketers to accurately measure campaign results and get a better campaign ROI.

#### Selected clients

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#### Accreditations

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