Beacon

How Beacon **eliminated 60% of bot traffic** from Otty's Google & Facebook campaigns.
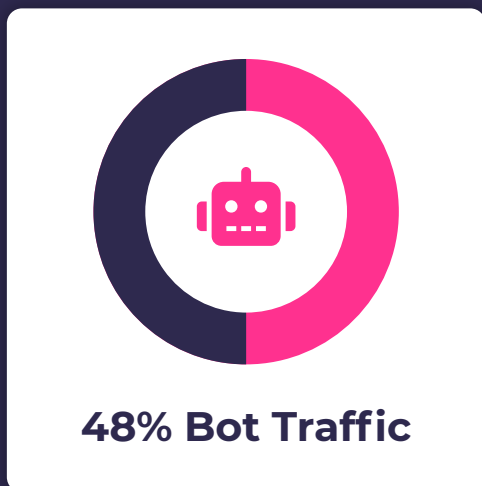
"Using Beacon, we discovered that just under half of our campaign clicks were bot clicks, which was wasting considerable ad budget. Beacon has eliminated 60% of invalid, non-human clicks so we are now reaching more real people with our ads, giving us much more value from our ad spend."

Andrew Jacobs
Digital Marketing Manager

The Challenge

Our client, Otty, a leading mattress specialist, spends significant amounts of digital ad spend on its Facebook and Google campaigns. Like most PPC advertisers, they were aware of click fraud, but had no idea just how much it was impacting their campaigns.

With growth in sales through their online channel, the Digital Marketing Manager was keen to remedy the problem and have confidence that the PPC campaigns are performing at their best before increasing ad spend further.
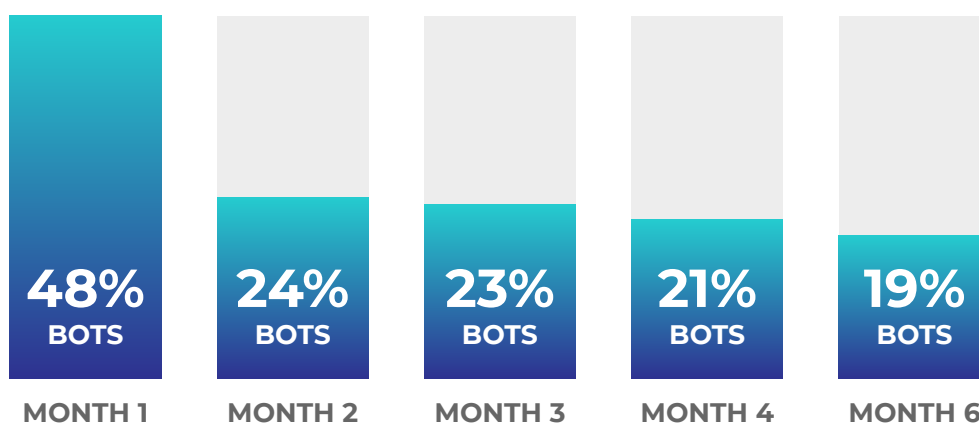
48% Bot Traffic

The Problem

Beacon's client success team assessed their media campaigns across Google and Facebook for 20 days during their trial period and we found that just under 50% of their budget was being wasted on invalid, non-human clicks.

The Solution

Otty deployed Beacon's click fraud protection across its paid campaigns and within just two months, we drastically reduced their invalid bot traffic.

48% BOTS	**24%** BOTS	**23%** BOTS	**21%** BOTS	**19%** BOTS
MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 6

Reduction in percentage of Otty's campaign traffic taken by bots.

The invalid traffic detected by Beacon is possible as a result of its significant bot database which blocks bots from engaging with your paid ads.

Otty has now eliminated 60% of bot traffic, saving them thousands of wasted ad spend every month.

Beacon's bot blocking significantly produces savings in ad spend which provides opportunities for increased revenue by increasing the number of real human visitors to your website.

An example of savings that can be achieved with Beacon

Typically 50% of clicks are fraudulent. For an advertiser spending £100k a month on Google and Facebook, that's £50k a month wasted on fake clicks.

With Beacon achieving a 60% reduction in bot traffic, the advertiser will save £30k a month in ad spend.

Beacon

Beacon's Click Fraud Protection works across paid search and social, blocking bots on Facebook, Instagram, Google Ads and Bing, enabling marketers to reach more people, waste less budget, and improve campaign ROI.

Selected clients

Island Jay   ✸Recognition   CHATTER thinking people   OTTY

ADBA   S H O O SOCIAL MEDIA   UK POLICE MEMORIAL

Accreditations

Proud winner of Cyber Award
TECH NATION RISING STARS

Accredited by
DMA
Data & Marketing Association

Crown Commercial Service *Supplier*

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