Veracity Trust Network

FROM RISK TO RESILIENCE:

# Caspian Insurance Strengthen their Cybersecurity and Cut Ad Fraud

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I was unaware of the extent of Bot presence on our website and within our ad campaigns. The trial with Veracity was a real awakening to the issues. It highlighted, that even while using a Content Delivery Network (CDN) solution claiming bot detection capabilities, malicious bot activity was still a substantial concern in terms of wasted budget and cyber risk. Our dashboard provided visibility into the detection and mitigation in real-time.

Hayley Lucas
Head of Marketing, Caspian Insurance
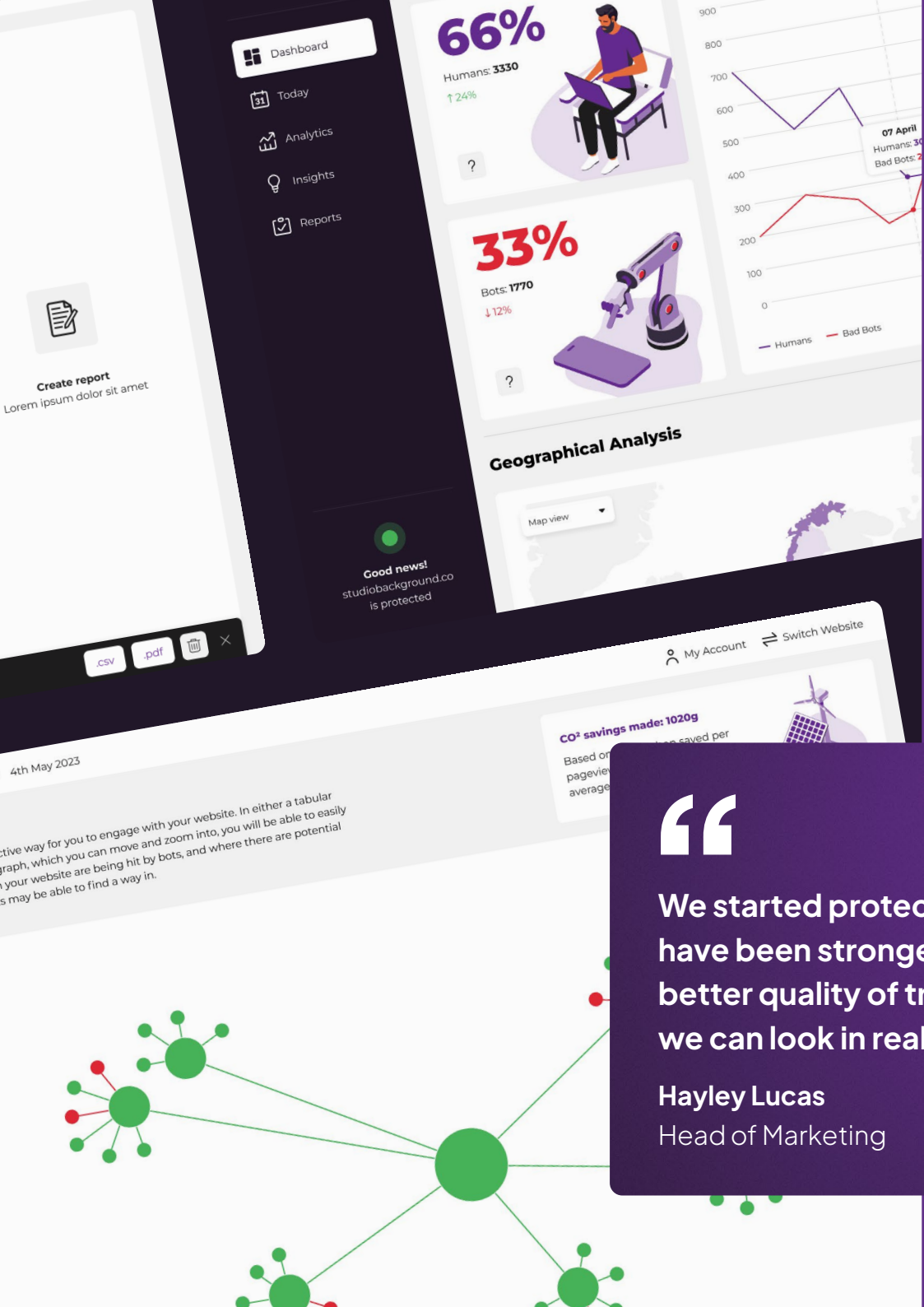
About Caspian Insurance

Caspian Insurance is an award-winning, industry-leading insurance brokerage with a five-star Trustpilot rating. They save time and money by using their expertise to compare the market and offer tailored policies for both business and personal use.

Caspian Insurance are using Veracity's Web Threat Protection and Ad Fraud Protection across their primary brand, as well as a subsidiary consumer brand; Busy Bee Life Insurance.

> " We started protecting our estate in April 2023, and the last two quarters have been stronger than ever. We are seeing great conversions and even better quality of traffic. All data is accessible through the platform meaning we can look in real-time at how our ads and websites are performing.

Hayley Lucas
Head of Marketing

Background

Caspian were aware that the insurance industry faces a big challenge in the form of cybercrime. Sector threat encompasses the potential theft of sensitive data, account takeovers, price scraping, phishing, and ransomware attacks with several insurance brokers subject to cyber breaches in recent years. Also leveraging online advertising for customer acquisition, Caspian had increasing issues with click fraud and fake bot traffic skewing analysis and wasting marketing budgets.

Against this backdrop, they began investigating a bot detection and mitigation solution for both ads and their websites. They decided to assess Veracity's solutions for Ad Fraud and Web Protection, impressed with the AI enabled capability to successfully detect sophisticated bots, which increasingly evade traditional web defences as they mimic human behaviour.
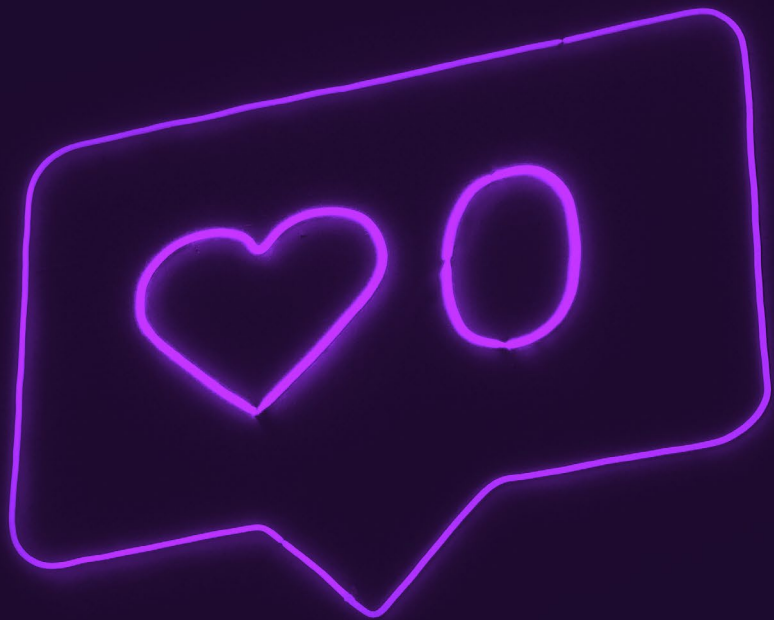
Veracity Web Threat Protection (WTP) has identified and stopped 58% of web traffic identified as Malicious Bots looking for vulnerabilities and potential attack points to the Busy Bee Branded website.*

This is despite having a market leading CDN solution in place.

*Over a 5 month period

Results

In addition to on-site protection, with Ad Fraud Protection in place, since April 2023, the two brands have saved nearly £100,000 in wasted spend. Over that time, Caspian Insurance and Busy Bee, between them have seen a huge 74% reduction in fraudulent traffic engaging in their ads, meaning they can be confident their budget is being spent efficiently.

Across both Caspian's brands, Hayley has been using a mixture of Google and Facebook for advertising. Veracity saves her team hours each month in reducing the time spent pulling together data from multiple sources to create end of campaign reports. With Ad Fraud Protection in place, siginificant ad spend has been saved, which has previously been wasted, on ad clicks by non-human bot visitors to campaigns.

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Implementing Ad Fraud Protection, we've saved around 25% of our ad spend that previously would have been squandered on non-human ad clicks.

And with Veracity's Web Threat Protection, we have gained peace of mind regarding cybersecurity risks to our website and business. And, we have far more accurate website data to give richer and more accurate insights that will help us serve our customers even better.
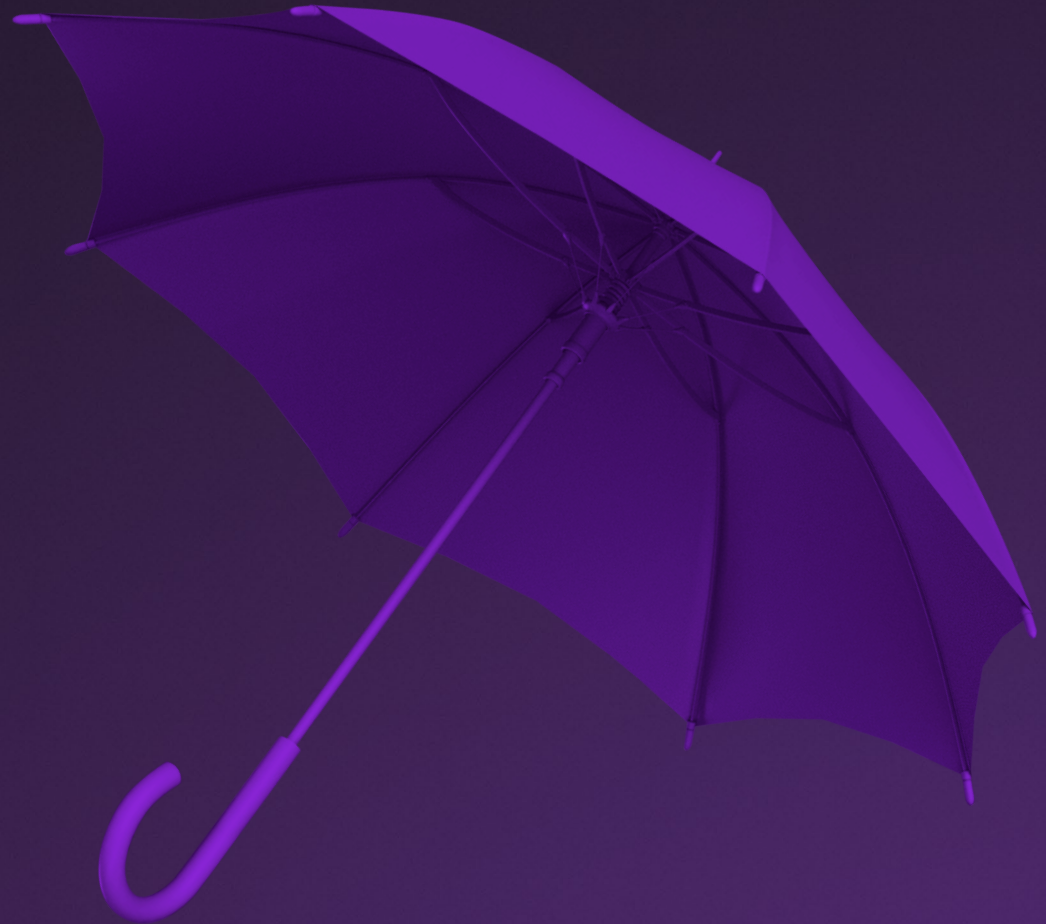
Hayley Lucas
Head of Marketing

Ready to get started?

Discover if your website is under attack from malicious bots. Start protecting your business with a free 14–day Threat Assessment.

With just a single line of code, we'll detect the amount of bot traffic on your website and demonstrate the bot blocking capabilities.

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