Veracity
Trust Network

SAVING HOURS EACH MONTH USING AUTOMATION OF REPORTING FOR CHATTER

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As each campaign media schedule is signed off, we use it to generate unique Veracity Trust Network links and send them out to the media. Once that's done, the reporting is very simple for us to manage.

Jon Davies
Founding Partner – Chatter

CHATTER
making people matter

Award winning employee brand specialists Chatter (www.welovechatter.com) are based in Leeds, but work with clients of all shapes and sizes from across the UK, throughout Europe, and further afield.

Founded by Jon Davies, Paul Ainley and Lisa Pearson in 2011, Chatter helps businesses to attract, recruit and engage the very best talent by understanding and implementing an effective employer brand.

Implementing Veracity Trust Network

Chatter runs media campaigns for clients across a wide variety of job boards, PPC channels and aggregators. They had been trying to use a mixture of Google Analytics and Data Studio to bring all that data together and effectively report on campaign performance. But setting it up was time consuming and generating and checking reports was taking up regular time and effort that could be better used elsewhere.

How Chatter Uses
Veracity trust Network

Chatter is now in the process of rolling out Veracity Trust Network to most of their clients, as an added reporting option they can buy to provide greater insight into how many candidates they're attracting, where they come from and how many of them convert to applications from each source.
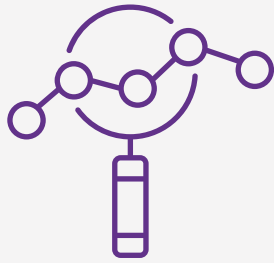
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When we first saw Veracity Trust Network we were probably not a typical customer, in that it was the ability to quickly and simply generate attractive PDF campaign reports and comparisons that was the biggest draw for us. With the added benefits around bot detection as a bonus!

Jon Davies
Founding Partner – Chatter

The Value to Chatter

Veracity Trust Network is helping Chatter to take a more agile and informed approach to how they spend client media budgets.

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We're able to give clients much better insight into what's working for them and not only provide end of campaign reports but also keep track and spot media issues during the campaign too. We're hopeful that longer term we can even begin to use wasted ad spend data to drive better deals from media based on past performance.

Time Saved

Veracity Trust Network saves Chatter hours each month, by reducing the time spent pulling together data from multiple sources to create end of campaign reports.

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Automation of reporting means that we've been able to generate reports even on smaller campaigns where usually there just wouldn't have been the budget. That in turn means we're armed with the information on what works to help encourage clients to increase their spend.

Ready to get started?

Veracity Trust Network provides click fraud protection and improved campaign performance across Google and Microsoft Search and Display Ads, LinkedIn Ads, Facebook, FAN and Instagram.

With just a single line of code, Veracity Trust Network is installed in minutes. We offer a free 14-day traffic audit and click fraud report.

Let's go!

Request a free audit at

veracitytrustnetwork.com/ad-fraud-traffic-audit

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