



LARGE QUARTERLY SAVINGS FOR US RETAIL LEISUREWEAR BRAND ISLAND JAY

An aerial photograph of a tropical beach. In the top right corner, there is a building surrounded by palm trees. The beach curves along the left and bottom edges, with waves breaking onto the shore. The entire image is overlaid with a semi-transparent purple filter.

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Veracity Trust Network initially detected that as much as 66% of clicks on some of my Facebook ads were invalid bot clicks. I have seen a significant reduction in bot traffic every month on my Facebook campaigns.

Jason Guarino
Founder - Island Jay



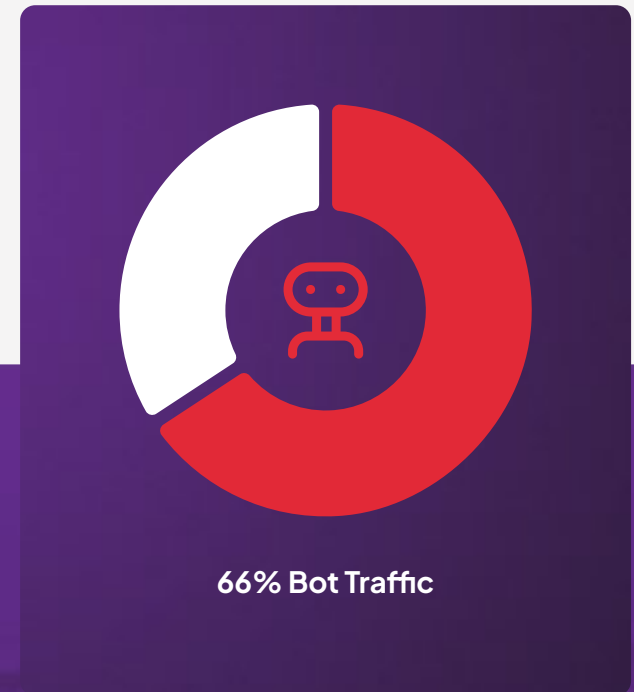
Island Jay is a US online retail brand bringing a tropical feeling to all those that wear their soft and durable leisure-wear. In the current climate where comfort clothing sales are booming, their hoodies and color t-shirts are in hot demand.

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.

The Problem

Our customer success team assessed Island Jay's Facebook campaigns 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 impressions and clicks. On average across a number of months the waste was still a significant 38.6% of their entire budget, with as few as 55% of paid impressions and clicks being human for some campaigns.



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Before discovering Veracity Trust Network, we thought that click fraud was a problem we had to live with. 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.

Jason Guarino
Founder - Island Jay



The Solution

Island Jay deployed Veracity Trust Network's click fraud protection across its Facebook campaigns and are now recovering and redeploying that wasted ad spend into effective ad spend clicked on by humans. That's the equivalent of **\$4k a month waste saving for every \$10k spent**; spend that was previously being wasted on invalid bot traffic. This will inevitably result in more humans and therefore higher ROAS.

Our customer success team plays a vital role in helping Island Jay to measure and improve their Facebook campaign performance using Veracity Trust Network.

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The support from Veracity Trust Network has been excellent. From the US representative to the UK customer success team – the support has been great across the board.

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.



A photograph of a space shuttle launching, with a large plume of white smoke and fire at the base. The shuttle is ascending vertically, and the launch pad structure is visible on the right. The entire image is overlaid with a semi-transparent purple filter.

Let's go!

Request a free audit at
veracitytrustnetwork.com/ad-fraud-traffic-audit



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