



**FULL TRANSPARENCY
OF LEAD GENERATION
CAMPAIGNS FOR
RECOGNITION CREATIVE**

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Whilst I can do everything that Veracity Trust Network does over time with different pieces of software, Veracity brings all that knowledge together in one place so I can see instantly how our lead generation campaigns are working.

Emma Blunt
Recognition Creative

Recognition Creative was born in 2008. Based in the New Forest, Recognition has a skilled team of designers, marketers and website development specialists who offer a full marketing service working across all sectors, both locally and nationally, and with all client types from start-ups to big global names.

When it comes to marketing, many people have experience and preferences and therefore will have natural bias towards certain platforms. But with evidence from Veracity Trust Network I can show for example that yes, Twitter's a great awareness platform, but it's not the one that's generating a client's leads.

From the design of a one-off business card through to a full branding design exercise or devising a creative campaign and everything in between, Recognition offers a professional service for print and web, copywriting, event management and marketing services.


Why Recognition Decided on Veracity

One of Recognition's clients is SETsquared, a unique enterprise partnership and a dynamic collaboration between the five leading research-led UK universities of Bath, Bristol, Exeter, Southampton and Surrey.



Veracity Trust Network is a member of the SETsquared partnership and through that I became aware of what the company was offering through working with them in that organisation. I was invited by Nigel Bridges, Veracity's Managing Director, to an event locally for marketing agencies and I became convinced of the benefits of using the platform.

Emma Blunt
Director - Recognition Creative



Recognition uses Veracity Trust Network predominantly for the work the agency does with SETSquared, for marketing campaigns and for monitoring how each channel performs.

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I can use Veracity Trust Network to prove that it's down to integrated marketing campaigns and show them why that works. It gives me an armoury of useful evidence.

For Recognition, using Veracity has confirmed what Emma already instinctively knew through her own experience working within a marketing and design agency. But it also provides her with the evidence she can use to take to clients and show the effectiveness of a campaign.

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 rocket launch at night, with a large plume of white smoke and fire at the base. The rocket is ascending vertically. The scene is overlaid with a semi-transparent purple filter. In the foreground, there are silhouettes of launch pad support structures and a tall light tower.

Let's go!

Request a free audit at

veracitytrustnetwork.com/ad-fraud-traffic-audit



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