



# IMPROVING ROI FOR SOCIAL MEDIA CAMPAIGNS FOR SHOO SOCIAL MEDIA



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**Veracity Trust Network  
has saved us heaps of  
time each month on  
client reporting.**

**Chris Morris**

Founder & Chief Vision Officer - Shoo



Shoo Social Media is an award winning agency that works with clients to optimise their use of Facebook and Instagram for advertising, using their hard-earned experience of media buying and digital marketing to get a good Return on Investment for their clients.

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**Veracity Trust Network is easy to use and has great features which help us track social media campaign performance. It gives us the best analytic feedback for future campaigns.**



# The Challenge

Shoo wanted a social PPC tool that would give them more in depth analytics, and something that the whole team could use no matter what their technical ability.

Shoo uses Veracity Trust Network to track the analytics on their client social media campaigns and are saving hours on their end of month reporting, which is freeing up time to add more value to client campaign planning and measurement.

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**Veracity Trust Network gives us the data we need to plan future campaigns and improve audience targeting on our Facebook ad campaigns.**

**Mollie Phillips**  
Project Coordinator

## 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 dramatic photograph of a space shuttle launch, with the shuttle ascending vertically from a launch pad. A massive, billowing cloud of white smoke and fire surrounds the base of the shuttle. The launch pad's service structure is visible on the right side of the frame. 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](https://veracitytrustnetwork.com/ad-fraud-traffic-audit)



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