

Beacon - Combatting Ad Fraud.

Our mission is to drive honesty and transparency into digital marketing; eradicating fraudulent clicks to give true ROI.

Beacon gives unbiased detailed analytics on your website traffic and page performances, providing valuable insights and intelligence into the true effectiveness of your online campaigns.



Beacon reveals website visitor statistics from individual links, reporting on when your links were clicked, how your visitors behaved, and the percentage of real vs bot clicks. The latter is becoming increasingly relevant as organisations look to achieve more for their digital marketing spend. To illustrate the scale of the problem, businesses [lost \\$16.4 BILLION globally](#) to ad fraud in the year 2017 alone.

Beacon can accurately identify fraudulent clicks and differentiate them from clicks by 'real' humans; at a campaign level, channel level and individual link level.

For a series of recent digital campaigns, Beacon identified the following.

Across four paid channels of Google Adwords, Twitter, Facebook and LinkedIn 23% of the paid-for clicks were bots (ie non human); even though 100% of the clicks were actually paid for. Typical monthly spend for a large organisation can be \$10,000's to \$100,000's; so the wasted spend on non-human clicks can be a significant part of the overall digital budget.

In this real example 23% non-human clicks is a good result. According to a [report from Pivalate](#), in the first three months of 2017 80% of the pay-per-click impressions traded in Japan were fraudulent, with Brazil second at 38%. USA was third with 37% of pay-per-click desktop ad impressions fraudulent during the same time period.





To illustrate how some campaigns can be significantly affected by bot traffic, another recent campaign run through Beacon identified only 8% of paid traffic was real. In other words, if the digital ad budget for that month was \$10,000, \$9,200 was simply wasted. Beacon identifies that wastage.

Beacon - Discover the true results of your digital marketing

MARKETING ROI IMPROVEMENT CALCULATOR

£2,250 wasted monthly to bot clicks

£2,100 lost monthly on disengaged visitors

Budget lost to bots and disengaged visitors

You told us you spend £7,500 every month for 5,000 clicks.

Based upon industry figures of on average 30% click fraud on paid for digital adverts, we estimate that you are wasting up to **£2,250** every month in fake clicks.

Additionally, based on an industry average of 40% bounce rates, we calculate that you are losing **£2,100** every month on disengaged users.

Potential percentage reduction in bot traffic

Using Beacon, we would expect that over time you can reduce the impact of bots to single figures using a combination of mitigation techniques only available once you can see where bots are having an impact: changes to ads, wording, channel usage, times of day and more.

68% reduction in bot traffic.

Reduction in costs

By reducing bot impact over time, along with a better understanding of user engagement given to you by Beacon, we predict that engagement will increase by an average of 10%, reduce the cost for each real human visitor (CPV) from the current **£3.34** to **£3.06**.

The cost of your leads will also go down as you're not paying for so many bots, and you're getting more engaged visitors, reducing cost per lead (CPL) from the current **£241.94** to **£70.45**.

Lead value increase

Combined with the reduction in bot numbers with more engaged visitors, we calculate that over time you will increase the number of monthly leads by up to **13** and therefore the value of those leads by up to **£3,250**.

13 potential increase in number of leads

£3,250 potential increase in value of leads

Find out more

Visit www.thisisbeacon.com/click-fraud to find out more, or use our quick 5-second digital marketing ROI [calculator](#) we created to help you discover just how click fraud is impacting your own online campaigns!

Take the Beacon challenge

See how much of your marketing spend is wasted by bots and disengaged visitors, go to www.thisisbeacon.com/beacon-improvement-calculator/

Get in touch today

Email us at hello@thisisbeacon.com or give us a call on +44 3 302 234 588 (UK) or +1 833-286-6284 (USA)