HUMAN

Performance Marketers' Biggest Untapped Optimization Opportunity: Stopping Marketing Fraud

BotGuard for Growth
Marketing Case Study

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1 A global automotive manufacturer was using paid media to drive audiences to its site to configure a car and sending the resulting leads for those who completed the experience to dealerships, or retargeting audiences who left the without finishing

2 Their marketing team knew that some portion of their audience was bot versus real human and wanted to A/B test the impact of removing bot audiences from retargeting efforts

3 The campaign that used HUMAN BotGuard for Growth Marketing to automatically remove bot audiences from retargeting improved overall campaign performance metrics, lowering cost-per-acquisition by 34% and boosting conversion by 57%

CHALLENGE:
Bot Traffic Disrupting Digital Growth

The opportunity to reach, engage and convert audiences to car buyers through all-digital engagement was met with a heightened sense of urgency by automotive brands with the onset of COVID-19. This global automotive brand was already using HUMAN to monitor bot audiences in digital acquisition campaigns and optimize performance by defunding sources of fraudulent site traffic. They wanted to measure the campaign performance impact of removing bot audiences from retargeting segments for audiences who leave the site before fully completing the site's configure-a-car experience.

BotGuard for Growth Marketing

The brand leveraged HUMAN BotGuard for Growth Marketing to send HUMAN bot identification data to Google Analytics and Facebook in real-time and automatically de-target bot audiences. In an A/B test of the same retargeting campaign running with and without HUMAN BotGuard detection and automatic mitigation, they were able to measure the impact of BotGuard on invalid traffic volume, conversion rate and cost per acquisition.

Performance Boost

The retargeting campaign that leveraged HUMAN BotGuard for Growth Marketing improved both the volume and quality of digital interaction with the campaign, boosting the volume of conversions by 42% and the conversion rate by 57%. Automatically removing bots from retargeting campaigns also lowered the cost to reach better quality audiences, reducing cost-per-acquisition by 34%. The brand decided to leverage HUMAN BotGuard's real-time data feed throughout the rest of the marketing stack including Criteo and DV360. They also worked with HUMAN to model the impact of removing bot traffic on customer LTV winback and customer data management platform cost savings.

Jan 1, 2021 – Feb 4, 2021									
RETAIL – Retargeting Campaign									
Line Items	Revenue Advertiser Currency	Impressions	Clicks	Post-Click Conversions	Post-View Conversions	Total Conversions	Conversion Rate	CPC	CPA
Retargeting_Home Page_Test_without	513.27	51,032	10	0	38	38	0.07%	$51.33	$13.51
Retargeting_Home Page_With HUMAN Mitigation	484.83	50,760	22	5	49	54	0.11%	$22.04	$8.98
						+42%	+57%	-57%	-34%

About Us

HUMAN is a cybersecurity company that protects enterprises from bot attacks to keep digital experiences human. We have the most advanced Human Verification Engine that protects applications, APIs and digital media from bot attacks, preventing losses and improving the digital experience for real humans. Today we verify the humanity of more than 10 trillion interactions per week for some of the largest companies and internet platforms. Protect your digital business with HUMAN. To Know Who's Real, www.humansecurity.com.