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 site without finishing.

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.

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%.

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.
SOLUTION:
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.

RESULTS:
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.

<table>
<thead>
<tr>
<th>Line Items</th>
<th>Revenue</th>
<th>Advertiser Currency</th>
<th>Impressions</th>
<th>Clicks</th>
<th>Post-Click Conversions</th>
<th>Post-View Conversions</th>
<th>Total Conversions</th>
<th>Conversion Rate</th>
<th>CPC</th>
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<tbody>
<tr>
<td>Retargeting_Home Page_Test_without</td>
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+42% +57% -57% -34%