HUMAN

BotGuard for Growth Marketing Case Studies

Streaming provider rescued new service launch from $2M fraud loss impact

A streaming service provider was launching a new service. The strategy included a large focus on new customer acquisition using data aggregated over years from previous products. The dataset used was populating across multiple campaigns, with a large focus on email.

RESULTS

- The data used was found to be over 10% fraudulent
- The vulnerability was immediately identified and quickly adjusted to mitigate the fraudulent data points

OUTCOMES

Missed revenue opportunities on this targeting would have extrapolated to over $2,000,000 annually. Immediately identifying the vulnerability accelerated a massive optimization strategy toward data segments consisting of actual humans.

Insurance provider claims back $4M in customer Life Time Value risked to bot sign-ups

An insurance provider that was investing heavily in affiliate, search and social strategies had growing concerns about bots infiltrating their purchase funnel. The provider's site registration is a multi-step process that requires a user's government ID in the final step. Each completed step in the registration process assigns a different value for customer targeting and modeling. Any user who drops off during the process enters into retargeting pools and is modeled for look-alikes.

RESULTS

- Bots were largely being driven by affiliate channels and the payment model incentivized fraud
- Bots were getting past the first couple of steps in the sign-up process but not converting in the final steps due to a unique identifier that was not known to the bot
- High value segments were being built off bots who completed steps within the sign-up process

OUTCOMES

- By stopping bots from engaging within the purchase funnel, it was calculated that over $4,000,000 would be saved annually, largely driven by the missed opportunity on the full LTV of high value users who were in actuality bots
- Human vs. bot was added as a key data point when testing new strategies where investments would be made

Automaker lowers customer-acquisition-costs by eliminating fraudulent traffic sources

Automaker was trying to drive new car sales in several different markets. Each market had different performance marketing budgets and were buying from different media partners. All were primarily focused on search marketing as the key for new customer acquisition. Once an action was completed on site, the user would enter into an immediate retargeting and audience modeling strategy.

RESULTS

- Low vulnerabilities were found in all except one market being tested
- The one market, which was one of the largest, was driving over 80% fraudulent traffic
- The entire campaign was paused immediately until the problem could be fixed

OUTCOMES

- Conversions in the high fraud market were substantially lower, with customer-acquisition-costs over 3x than non-fraudulent markets
- The auto manufacturer immediately notified their media partner of the findings and the vulnerabilities were identified by the vendor and fixed

Direct-to-consumer brand can realize 8X performance increase with optimization for human-only engagement in paid social campaigns

A DTC beauty brand tasked with sales growth needed to test new audience engagement tactics. They decided to place a heavier emphasis on paid search and social campaigns.

RESULTS

- Several of the new social campaigns were driving over 50% bot traffic
- The social channels were also important for awareness so they couldn't completely eliminate them

OUTCOMES

- The brand is currently building fraud mitigated segments with HUMAN for each of its new social media partners
- HUMAN analysis predicts that the brand can realize an 8X performance increase

Automotive brand stops bots to boost conversion rates 6X

An automotive brand was noticing unexplainable anomalies within their Google Analytics. Simultaneously they were seeing major fluctuations with monthly conversion rate performance across traffic from search, social and programmatic ad campaigns focused on sourcing leads for dealerships.

RESULTS

- 38% of the traffic they were sourcing across varied tactics was fraudulent
- The fraudulent traffic sources varied on a weekly and monthly basis
- Fraudulent leads were being passed to dealership groups for follow-up

OUTCOMES

- By making optimizations to mitigate fraud, conversion rates increased on site by 6X
- Record quarterly sales numbers were attained after making the optimizations

Financial Institution stops bots to avoid $5.2M fraud loss

A major financial institution was primarily investing in search for new customer acquisition and looking for ways to increase new account signups.

RESULTS
- 2.5% fraudulent traffic levels were deemed unacceptable due to financial risks posed by malicious bots that can takeover user accounts or create accounts using stolen identities
- Two of the most important acquisition campaigns for new account sign-ups were sending nearly 40% fraudulent traffic to their site

OUTCOMES
The financial Institution was investing over $55,000,000 in search. It was identified that by stopping bots HUMAN would save the financial institution over $5,200,000 annually in paid acquisition and martech stack costs in addition to customer LTV lost due to fraud.

CPG brand kicks bots out of high-value customer data segments

A CPG brand focused on growing digital commerce touchpoints needed to source robust first-party data. The brand's most valuable users were those who completed registration forms, and secondary value was placed on product page visits.

RESULTS
- HUMAN uncovered that bots were circumventing CAPTCHAs and completing registration processes
- 3% of all completed registrations were by bots using fake or stolen data

OUTCOMES
The brand deployed HUMAN on its site confirmation pages to ensure that only authentic humans could enter into its high-value customer data segments

Digital Health Platform Company boosts social media performance to support aggressive growth strategy

A digital health platform company wanted to launch a service for doctors and patients to connect globally. They decided to use social media as a channel for user acquisition.

RESULTS
- The company faced poor conversion rates on a significant budget
- The social media's audience platform resulted in zero site visits for 80% of paid clicks

OUTCOMES
- HUMAN delivered visibility into fraudulent site traffic from the audience platform
- The platform was suspended, boosting campaign performance on the social media channel
- The health platform company relies on HUMAN to support its aggressive digital growth strategy, without waste and risk