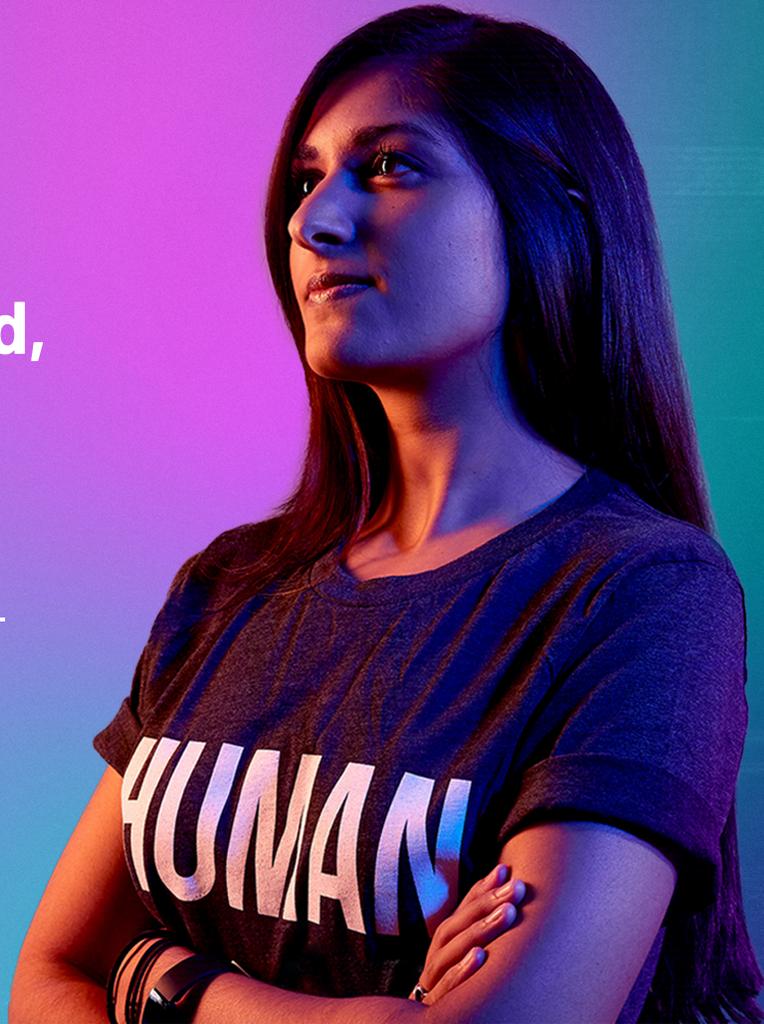




Reduced Fraud, Increased Conversions

BotGuard for
Growth Marketing
Case Study



1

Luxury auto brand suspected an onsite bot problem and wanted to know which tactics were driving them there.

2

HUMAN uncovered overall fraud rates of 17% onsite with 38% of traffic originating from a particular ad platform.

3

Brand used HUMAN Intelligence to alter acquisition strategies and tactics, driving a 600% increase in digital conversion rates.

THE CHALLENGE:

Identify Sources and Rate of Non-human Traffic

Luxury automotive brand leveraged multiple tactics and sources - including lead gen, social, search, mobile, and display advertising - to drive potential customers to complete "Configure and Price" forms for its various models. When conversion rates dropped, the brand believed bad bots were on their site and wanted to know which tactics were driving them there.



SOLUTION:

BotGuard for Growth Marketing

The HUMAN BotGuard for Growth Marketing Tag, placed sitewide, immediately delivered valuable site traffic insights and viewability into the entirety of the brand's digital marketing activities. Overall, lead generation activities were driving 17% fraudulent leads and a whopping 38% sophisticated invalid traffic was originating from one specific advertising platform. The brand was wasting \$36,000 a month attracting and remarketing the bots.

17% Fraudulent Leads

38% SIVT from Leading Advertising Platform

\$36,000 Monthly Wasted Marketing Spend

RESULTS:

Human-Focused Marketing for Increased Conversions

600% Conversion Rate Increase

The brand optimized its campaign and acquisition strategies based on the HUMAN insights. The result was swift and significant. The brand focused its marketing efforts on humans by removing sources and tactics that drove fraudulent traffic; increasing digital conversion rates by 600% and eliminating wasted spend on non-human traffic.

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, visit www.humansecurity.com.