

GVC Group partners with Adloox to halve ad fraud and increase conversions by 24.4%



Results

50%

decrease in invalid traffic (GIVT and SIVT)

(All results Q2 - Q4 2018)

24.4%

more conversions across clients' campaigns

£198K+

prevented from being spent on fraudulent impressions

About

GVC Group is one of the world's largest sports betting and gaming group. It operates a number of brands across more than 20 countries including Ladbrokes, Coral, partypoker and Gala Bingo.

Overview

GVC Group were concerned that they were wasting programmatic media budget on fraudulent impressions reducing campaign ROI. They decided to partner with Adloox and undertake a test to determine the level of ad fraud within their programmatic spend.

Using its sophisticated fraud detection technology, Adloox was able to identify a higher than average rate of ad fraud across GVC's programmatic campaigns. This meant that a portion of GVC's media spend was not being used effectively, as the ads would never be seen by a human.

To reduce the level of ad fraud across their programmatic campaigns, GVC worked closely with Adloox to identify and remove sources of fraudulent impressions, and optimise towards high quality inventory that would allow GVC to reach their target audience.

Objectives

The goal of the partnership was to reduce the level of ad fraud across GVC's programmatic campaigns to ensure their media budget was being spent as effectively as possible. This goal would be achieved by:

- Identifying supply sources responsible for providing fraudulent impressions through granular, transparent data and reporting
- Providing GVC with objective and proactive recommendations to optimise their campaigns towards high quality inventory.

Solution

Using Adloox's UI and robust reporting, Adloox's Technical Account Management (TAM) team monitored and analysed GVC's campaign data for ad fraud.

Using Adloox's macro filters, the TAM team were able to drill down into the data to determine exactly where ad fraud was hiding in GVC's supply chain. Any suppliers, domains, sub-domains or ad placements responsible for supplying fraudulent impressions were flagged and recommended for removal.

GVC could then use these actionable insights to optimise their programmatic campaigns by excluding sub-optimal sources and making targeted improvements towards high-performing inventory, so that ads would be seen by potential customers.

Testimonial

"Since partnering with Adloox we've seen a significant decrease in the level of ad fraud across our programmatic campaigns, saving us a substantial amount of media spend that might otherwise have been wasted on fraudulent impressions. In addition, the granularity of the data has provided us with opportunities to optimise our spend towards better performing inventory, improving the effectiveness of our marketing campaigns, and most importantly, increasing ROI."

Christopher Penfold
Digital Operations Manager, GVC Group