Traffic Quality Report & Plan

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You can prevent invalid traffic to unlock growth

01

Invalid traffic does not deliver conversions

Invalid traffic is any advertising traffic that is not from a real user with genuine interest so does not contribute to growth (MRC).

All conversions have valid traffic that delivered the conversion. TrafficGuard ensures you buy less of the invalid traffic that is driving up the cost of your conversions (CAC).

02

There is a high incidence of invalid traffic in your activity

During the 2 week period **$33,590 (24.7% of spends)** was wasted on invalid traffic from non human traffic, real users clicking excessively on ads and not converting and none genuine engagement.

This equates to **$873k** per annum that is driving up your CAC.

When this invalid traffic is mitigated at the click and redirected to valid traffic in real time this will maximise your conversion opportunity.

03

More valid traffic drives incremental conversions and reduce CAC

There were **24,798 conversions** during the trial period with a cost per conversion of **$5.5**.

If all your invalid traffic had instead been valid traffic, based on the performance of your valid traffic during this period, this represents an opportunity to deliver **6,127 incremental conversions.**

This equates to **159,310 incremental conversions a year.**

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Results summary

During the trial period:

- **1,776** clicks **(12.3%)** were from preventable invalid traffic threats from a total of **14,429**

- **$33,590 (24.7%)** could be unlocked through preventing these threats

- **24,798** conversions were recorded during this period

TrafficGuard will give you all the automation features to remove this invalid traffic on a pre-bid basis to maximise your return on ad spend and conversion opportunity as well as the data to help you optimise and mitigate for this invalid traffic.

Click Summary

14.4k
Total clicks

1.8k
Preventable threats

Budget (AUD)

$136k
Total budget

$34k
Unlocked budget (trial)

$73k
Unlocked budget (p/m)

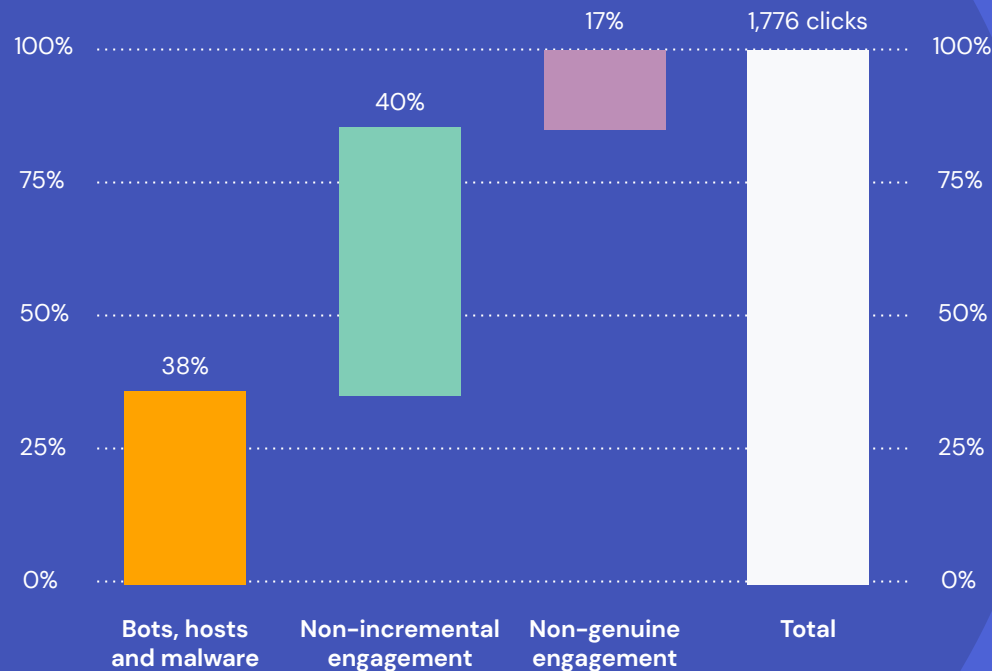**$873k**
Unlocked budget (p/y)

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Threat overview

There were three main threats identified during the trial.

38% of invalid clicks came from IPs known to be host IPs or contain malware or bots.

45% of invalid clicks were from IPs that drove multiple clicks over a short period of time and TrafficGuard identifies these clicks as non-incremental to your business.

17% of invalid clicks for were identified as non-genuine engagement.

100% 100%

75% 75%

50% 50%

25% 25%

0% 0%

38%

40%

17%

1,776 clicks

Bots, hosts and malware

Non-incremental engagement

Non-genuine engagement

Total

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Bots, hosts and malware

What is it?

Traffic originating from these IP addresses is not human. It is from pre-existing known bots, hosts & malware or has been identified in real time in your traffic.

This invalid traffic is eating through your marketing budgets that could be spent on real users, offers no long term business value and can affect your key marketing metrics.

This means you optimize on the wrong data and towards winning more bot traffic. Winning more real traffic gives the opportunity to win more real users, decrease CAC and increase ARPU & LTV.

What can you do about this threat?

- TrafficGuard will continuously detect and automate the prevention of bot & non-human traffic threats from your traffic.

- This enables you to win more valid traffic in real time from real users with genuine intent.

Invalid Traffic

681
Invalid Clicks

$28k
Unlocked budget (trial)

$61k
Unlocked budget (p/m)

$731k
Unlocked budget (p/y)

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Bots, hosts and malware

Traffic originating from a server (host) is very rarely a real user and far more likely to be a bot application or used as an anonymiser. TrafficGuard will proactively invalidate traffic coming from these sources. This example shows clicks coming from ISPs that are **known Data Centers and Hosting servers**.

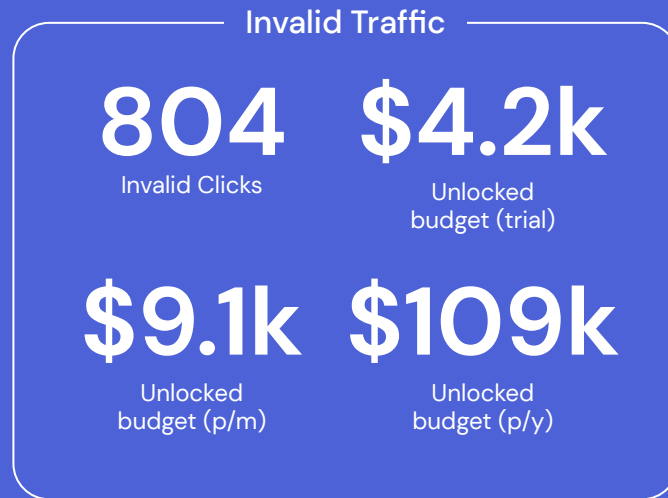| ISP	valid clicks	estimated cost
Total: Filtered	663	$24.65
Hetzner Online	557	$19.57
Hetzner Online GmbH	40	$2.54
Linode	14	$0.68
1&1 Internet AG	10	$0.27

Non-incremental engagement

What is it?

These are excessive numbers of clicks from users and devices that do not affect or deliver conversions but drive up the cost of CAC on your campaigns. A good example of this users who are coming to you anyway and already engaged repeatedly clicking on your search ads rather than using organic search results to reach your website.
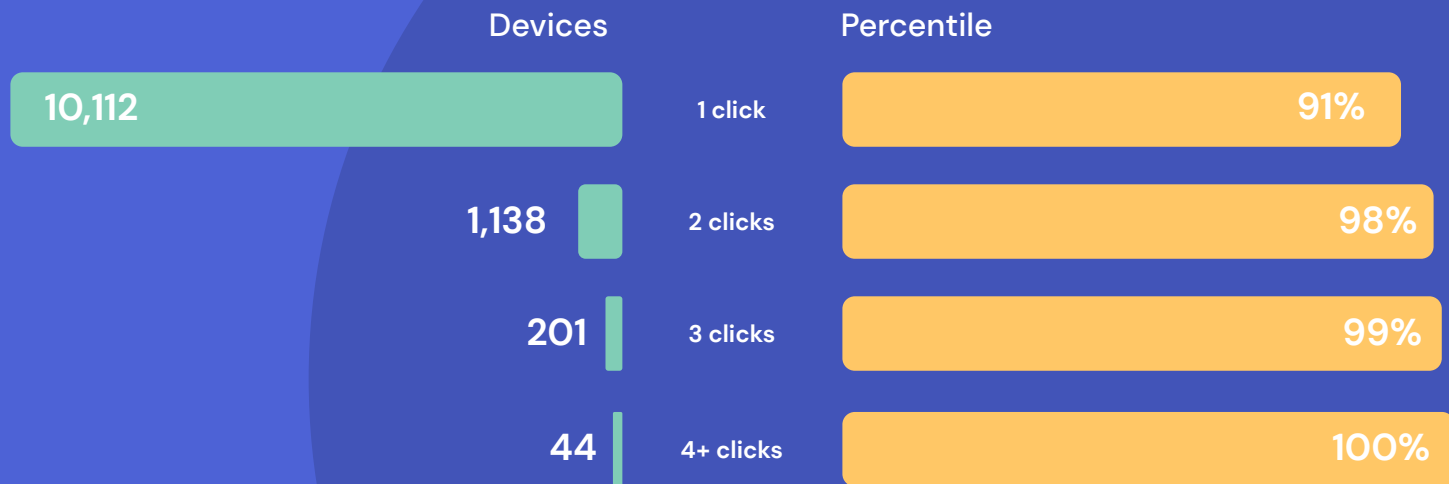
By identifying typical user behaviour, you can determine if those additional clicks are adding any incremental value to your campaigns or simply inflating your customer acquisition cost (CAC).

What can you do about this threat?

- The click frequency report in your dashboard shows you the number of clicks received per device on your Google ads account and campaigns and your user journeys.

- Using our customisable validation rules, you can use this data to determine the optimal clicks per device by keyword, campaign and placement, set thresholds & automate prevention to drive efficiency in your campaigns.

Invalid Traffic

804
Invalid Clicks

$4.2k
Unlocked budget (trial)

$9.1k
Unlocked budget (p/m)

$109k
Unlocked budget (p/y)

Click behaviour

	Devices		Percentile
10,112		1 click	91%
1,138		2 clicks	98%
201		3 clicks	99%
44		4+ clicks	100%

- **99% of the devices had a maximum of 3 clicks. One device clicked 9 times in one hour.**

- All this data is real-time and transparent in your dashboard.

- Non-incremental engagement can be customised by account and campaign.

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Non-incremental engagement

See below an example of a hyper-engaged user using your search paid keyword as a front door to your website. This user clicked 17 times and did not convert.

In Prevention, this user would have been excluded right after the ninth click and would have come to your website through organic, so you don't waste your budget on users that are coming back anyway. The cost of this journey would have been reduced by **44%** from **$5.96** to **$3.36**

	Event Time	Is Exclusion	Gross Click	Is Conversion	Pageview	Transaction Status Reason	Estimated Cpc	Running CPC	Keyword Classification
1	2023 04 19 00:49:57	0		0		0		$0.21	$0.21	non brand
2	2023 04 19 00:50:27	0		0		0		$0.39	$0.60	non brand
3	2023 04 19 01:09:28	0		0		0		$0.39	$0.99	non brand
4	2023 04 19 01:28:05	0		0		0		$0.40	$1.38	non brand
5	2023 04 19 01:28:08	0		0		0	rate_campaign_device	$0.40	$1.78	non brand
6	2023 04 19 01:28:09	0		0		0	rate_campaign_device	$0.40	$2.17	non brand
7	2023 04 19 01:28:12	0		0		0	rate_campaign_device	$0.40	$2.57	non brand
8	2023 04 19 01:28:13	0		0		0	rate_campaign_device	$0.40	$2.96	non brand
9	2023 04 19 01:29:33	0		0		0	rate_campaign_device	$0.40	$3.36	non brand
10	2023 04 19 01:30:30	1		0		0	rate_campaign_device	$0.40	$3.75	non brand
11	2023 04 19 01:31:10	1		0		0	rate_campaign_device	$0.40	$4.15	non brand
12	2023 04 19 01:31:16	1		0		0	rate_campaign_device	$0.40	$4.54	non brand
13	2023 04 19 01:35:08	1		0		0	rate_campaign_device	$0.40	$4.94	non brand
14	2023 04 19 01:38:24	1		0		0	rate_campaign_device	$0.40	$5.33	non brand
15	2023 04 19 01:55:44	1		0		0	rate_campaign_device	$0.22	$5.56	non brand
16	2023 04 19 02:27:46	1		0		0	rate_campaign_device	$0.18	$5.74	non brand
17	2023 04 19 02:41:16	1		0		0	rate_campaign_device	$0.23	$5.96	non brand

How TrafficGuard drives down your CAC

Using all the click frequency data our team will help you determine the optimal clicks per device and set customisable validation rules to maximise the efficiency of your ad spend.

Most of your 'non-incremental' invalid traffic is coming from your branded keywords.

Naturally advertisers are compelled to buy their own branded keywords, but across our 4,000+ advertisers we see time and time again that marketing budgets are wasted as consumers who were coming to you anyway use it as a front door to your website.

In parallel, one tactic a lot of our Enterprise level customers use on the branded keywords in particular to get started are **shadow campaigns** set up in Google Ads manager.

Shadow campaigns are the **same as your keyword campaigns** but are set up with a **lower CPC.**

Users on IP addresses that had **previously been excluded** for excessive engagement can now be **targeted at lower CPCs**. This **reduces your CAC** for these types of users.

Branded / **Generic**

| 91% | 9% |

In the reporting period, branded keywords drove 91% of your non-incremental engagement clicks (1,691), while generic keywords drove 9% (166 clicks).
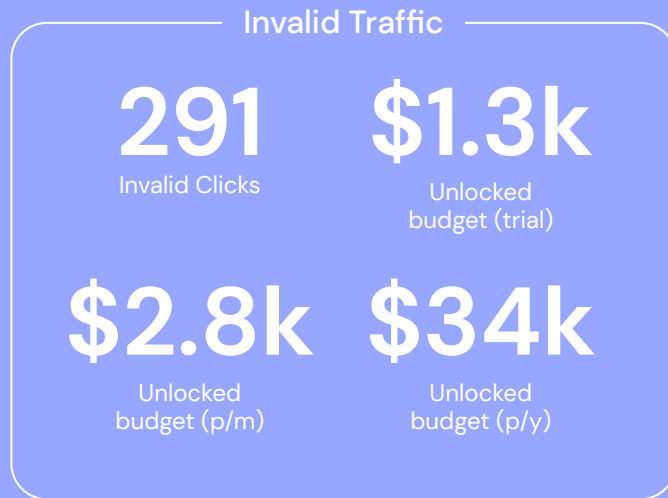
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Non-genuine engagement

What is it?

TrafficGuard analyses the behaviour attributes of every single click and, in real-time, applies a score indicating click quality – from invalid to a high propensity to convert. Clicks originating from an IP that has multiple recent low scores are marked as invalid. Typically this will show up as traffic that keeps arriving again and again in a short period of time with little to no time on site or immediately bouncing off again.

For example, click farm activity, competitor's repeatedly clicking on ads, or simply extremely low quality users who keep returning would be flagged under this threat.

What can you do about this threat?

- TrafficGuard will continuously detect and automate the prevention of bot & non-human traffic threats from your traffic.

- This enables you to win more valid traffic in real time from real users with genuine intent.

Invalid Traffic

291
Invalid Clicks

$1.3k
Unlocked budget (trial)

$2.8k
Unlocked budget (p/m)

$34k
Unlocked budget (p/y)

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Non-genuine engagement

This click journey for this user's IP had previously been invalidated and added to the exclusion list after being identified as unlikely to convert due to click spam behaviour.

In prevention, this IP would have been excluded from seeing Ads from the campaign they clicked on and excluded under the threat type 'rate_campaign_device' for excessive click activity that is not resulting in anytime on site or conversion activity.

Invalid traffic doesn't drive conversions, it drives up CAC

- **21,665 conversions** (87.4% of all conversions) had **only valid traffic** contributing to the cost of the conversions

- **3,133 conversions** (12.6%) had **wasted spend from invalid traffic totalling $1,182** contributing to the cost of the conversion

  - **95 invalid clicks** and **$359** spend from bots

  - **77 invalid clicks** and **$563** spend from non-incremental engagement

  - **69 invalid clicks** and **$259** spend from non-genuine engagement

- **$32,408** was wasted on invalid traffic with no conversion activity at all

  - **586 invalid clicks** and **$27.7k** spend from bots

  - **727 invalid clicks** and **$3,637** spend from non-incremental engagement

  - **222 invalid clicks** and **$1,032** spend from non-genuine engagement

Replacing invalid traffic with valid traffic unlocks growth

- **1,776 invalid clicks and $33,590** spend did not contribute to conversion performance and was driving up your CAC.

- In prevention mode these clicks would have been prevented in real time and the budget redirected to genuine users with real intent.

- During the period **$136k** delivered **24,798 conversions** at a Cost per Conversion of **$5.48**

- With invalid traffic removed you have unlocked budget worth **$33,590 during this period and on these campaigns alone**

- Based on the performance of your valid traffic this was an **opportunity for 6,127 incremental conversions, which equates to 159,310 conversions a year**

- Based on **average revenue per conversion of $x** this equates to **$xk of new revenue opportunity per annum**

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