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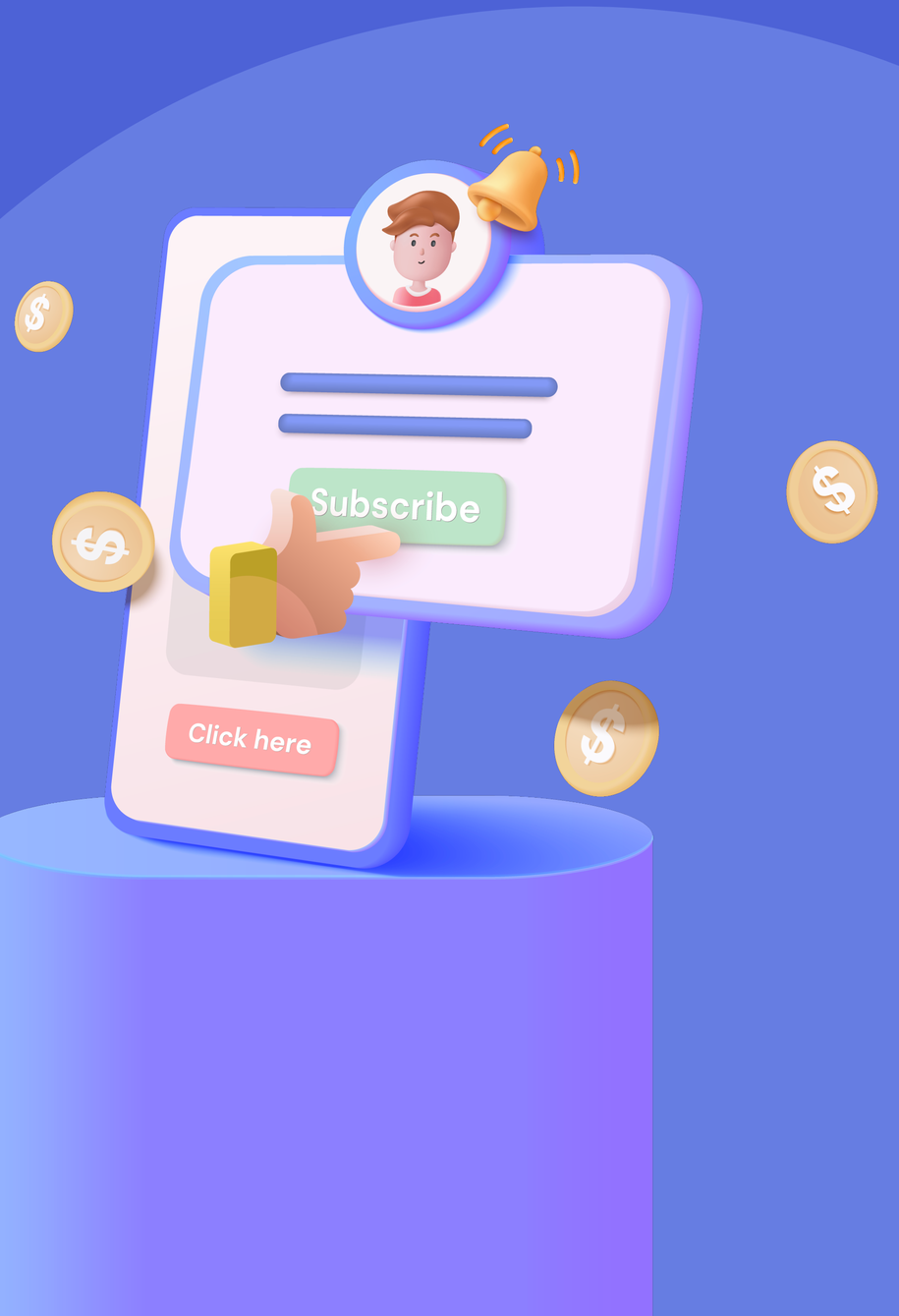
Optimising PPC Campaigns to Win More Subscribers:

A guide for telecoms marketers looking to maximise campaign ROI



Introduction

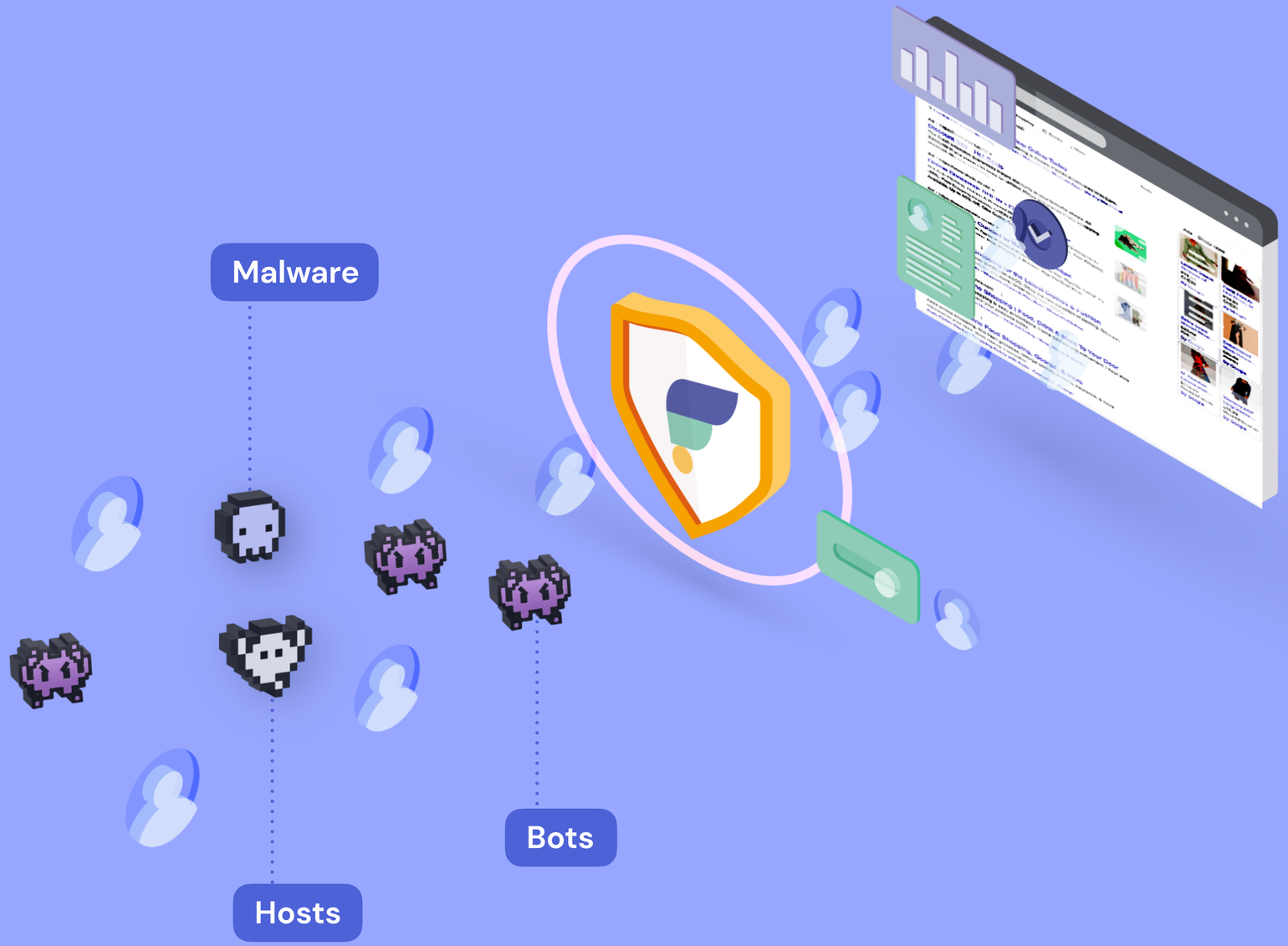
Stopping invalid traffic in **pay-per-click (PPC)** campaigns can create competitive advantages for telcos. In a market that is laser-focused on capturing new subscribers and upselling services, every click has to count.

Marketers in both B2B and B2C organisations face pressure to capture new subscribers and turn digital campaigns into long-term recurring revenue. While they could be everything right in terms of clever content, audience targeting and market insights, invalid traffic remains a blind spot that could be hurting ROI.

- **Mobile Network Operators**
- **Mobile Virtual Network Operators**
- **Fibre-to-the-Home Providers**
- **Internet Service Providers**
- **Managed Service Providers**

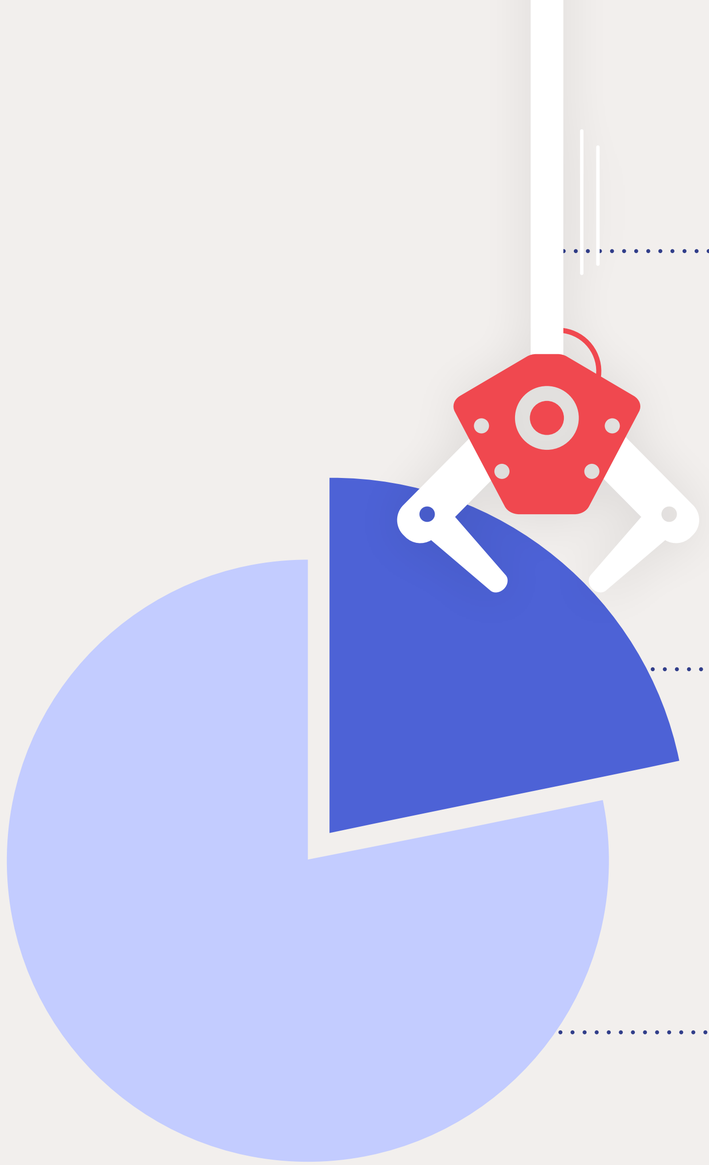
What is Invalid Traffic?

Invalid traffic refers to any clicks or impressions that may artificially inflate an advertiser's costs. Invalid traffic is generated by actions that provide no legitimate value to the advertiser, and covers both fraudulent activities as well as accidental clicks—in essence, any activity that doesn't come from a real user with genuine interest is invalid.



Invalid Traffic by the numbers

The global cost of digital advertising fraud will reach **$100 billion by 2023**, according to Juniper Research.



28%

Of digital traffic is non human

Adobe

$127 billion

Lost to non human traffic

traffic

$455 billion

Size of digital advertising market

eMarketer

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Invalid Traffic

VS

Ad Fraud

Invalid traffic comprises more than fraud to include any advertising engagement that is outside the target of your campaigns.

Considered invalid but not fraudulent. This covers fraudulent and accident clicks. For example, these could be abnormal levels of ad engagement from a single device across multiple campaigns or simply low click quality.

Ad fraud is invalid traffic that is generated intentionally with malicious intent. Perpetrators of ad fraud typically generate it to either sabotage the efforts of a business, or for financial gain.

Ad fraud is a subset of invalid traffic but no matter the intent, invalid traffic hurts ROI and reduces the chances of campaign success.

Why this matters

more than ever

for Telecom Markets

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Telco Challenges

Telcos can’t afford to lose large portions of their budgets to invalid traffic.

The opportunity in campaign optimisation is massive and relatively straightforward compared to constantly evolving cyber threats on their networks.

Subs are KPIs

Winning subscribers is a performance indicator for the health of the business

Competition is Growing

OTTs and new players are eroding margins and taking subs

Margins are Tight

Paper thin margins means telcos can’t afford to waste budget

Ad Fraud is Overlooked

Telcos look at cybersecurity and Voice fraud but overlook other fraud losses

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The Risk in Reward-Based PPC Campaigns

A reward-based PPC marketing campaign is a popular strategy for telcos looking to incentivise potential subscribers.

However, it opens up a massive opportunity for fraudsters looking to take advantage. Bots can be automated to enter the competition thousands of times, almost always avoiding detection by the telco.

Over time, these losses to fraudsters add up. What is dismissed by telcos as just a few hundred dollars, a tiny percentage of revenue, becomes a million dollars further down the line and telcos are left wondering – how did this happen?

The problem is not a new one. Back in 2020, T-Mobile was thrust into the spotlight as entrants questioned the large portion of winners in one location. The culprit was quickly exposed as fraudulent bots, maliciously created and distributed to take advantage of the monetary rewards offered.

So what's changed since then?

Very little. It's not a priority for telcos, despite the significant impact on subscriber experience, wasted budget and lead generation.

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What That Means for Marketers

TrafficGuard generated an audit report for an MVNO that gave it visibility into the scale of its problem with invalid traffic and the opportunity in addressing it.

The biggest takeaway was that **20%** of its budget wasn't just lost, the budget wasn't working hard to meet marketing and business goals. The marketing team could see that its campaign metrics were not accurate, and that they needed more visibility into their PPC traffic.

Example

If a telco has a **$50,000** PPC budget per month, it could be l**osing $10,000**. More importantly, it is also losing opportunities to engage real users and convert them into subscribers.

More Than Just Wasted Media Spend

- **Compromised Campaign Data**

  Without complete certainty in the validity of traffic, telecom marketers may struggle to make efficient campaign optimisation decisions, and any changes they do make that are influenced by invalid traffic could be detrimental to campaign success.

  In the world of digital marketing, data is gold - so the cleaner and more accurate you can make your data, the better your campaigns will be.

- **Misplaced Resource Investment**

  As well as compromising campaign efficacy, large volumes of invalid traffic can cause marketers to direct spend to traffic sources that appear lucrative but are in fact producing non-opportunities.

  Precious time, effort, and budget are at risk of being funnelled into sources that do not produce a strong ROI.

The Opportunity in Optimising PPC Campaigns

Optimising PPC campaigns can directly impact engagement with real consumers and, in turn, deliver real ROI. When a telco addresses undetected invalid traffic in its campaigns, it can reduce losses from ad fraud and reinvest the recovered budget back into its digital campaigns.

Rather than seeing 20% or more of its PPC budget wasted on invalid traffic, it can take that budget and use it to drive genuine traffic. At the same, it can gain an accurate view of campaign performance and track KPIs with clean data.

- Increase budget efficiency
- Reach more potential subscribers
- Gain new visibility
- Achieve KPIs
- Accelerate subscriber growth

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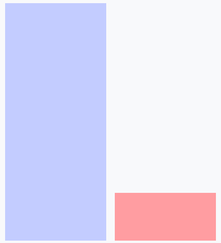
Use Case:

Optimising MVNO Outcomes

TrafficGuard examined an MVNO's PPC traffic over a two-week period and found these results:

20%

of its 40,000 clicks were **invalid traffic**

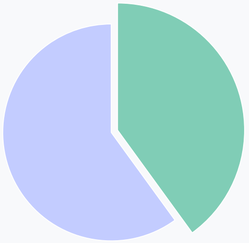


$20,000

of its $100,000 in ad spend **was lost** to invalid traffic

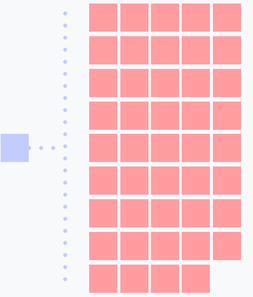
50%

of invalid traffic came from **bots, hosts and malware**



40%

of invalid traffic came from **duplicate clicks**



44

clicks from a single customer on an ad **in 12 hours**

For an MVNO that doesn't own its network, marketing ROI and capturing new subscribers is essential. It can't differentiate based on network reach or quality, so it has to have an efficient marketing engine driving its growth.

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Taking action to stop Invalid Traffic

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Taking Action in 3 Steps

01 Understanding the scale of the problem and recognising that there's an opportunity in addressing invalid traffic.

02 Making a business case for combating invalid traffic and examining the ROI.

03 Identifying a partner that has the skills, technology and expertise to make an immediate impact.

Stopping invalid traffic doesn't have to be complex, costly or time-consuming. It is about gaining visibility into the problem, building a business case, and finding the right partner.

Telecoms markets that are able to verify advertising engagement can protect their budgets, hit their KPIs and capture more subscribers. Tackling invalid traffic becomes a competitive advantage for the entire organisation.

PPC Quality Audit Report

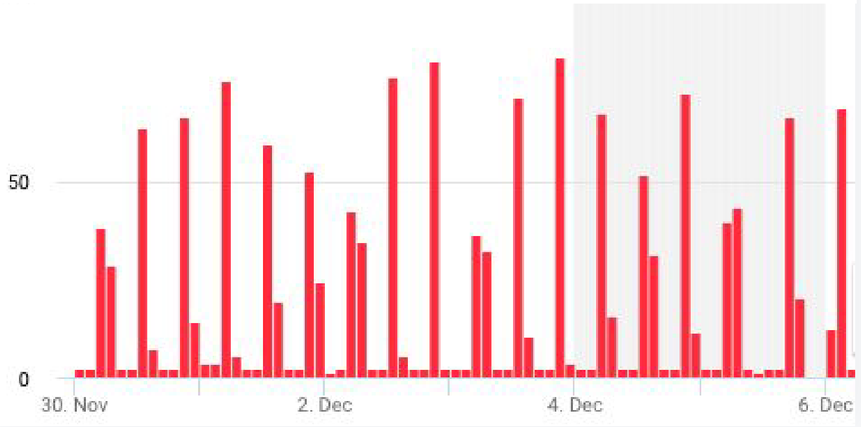
When a telecom marketer sees an audit report, they can immediately see how much budget they can reinvest into their campaigns and put to work capturing new subscribers. They can understand the problem and see what the ROI will be.

- Total Invalid Clicks
- Percentage of Invalid Clicks
- Spend on Invalid Clicks
- Percentage Spend on Invalid Clicks
- Threat Analysis (Traffic Types)
- Keyword Analysis

Ad group	Campaign type	Invalid click rate
ALL-BRAND-GOMO-ALL-SG-SEARCH-TXT-CPC-CONV	Search	53.50%
ALL-BRAND-GOMOONCONTRACT-ALL-SG-SEARCH-TXT-CPC-CONV	Search	25.00%
ALL-BRAND-GOMO-ALL-SG-SEARCH-TXT-CPC-CONV	Search	19.71%
All-COMP-CIRCLESLIFE-ALL-SG-SEARCH-TXT-CPC-CONV	Search	17.75%
ALL-BRAND-EXACT-ALL-SG-SEARCH-TXT-CPC-CONV	Search	15.35%
ALL-BRAND-GOMOSIMONLY-ALL-SG-SEARCH-TXT-CPC-CONV	Search	12.00%
ALL-GEN-SIMO		
All-COMP-GIGA		
ALL-BRAND-GC		
ALL-COMP-TP(		
ALL-GEN-NOC(		

Timestamp	Validation status	IP address	Threat	Keyword
4 Dec 2021, 09:37:45	Valid	183.90.36.215	(not set)	my republic
4 Dec 2021, 10:12:16	Valid	183.90.36.215	(not set)	my republic
4 Dec 2021, 10:12:30	Invalid	183.90.36.215	rate_campaign_device	my republic
4 Dec 2021, 10:14:11	Invalid	183.90.36.215	rate_campaign_device	my republic
4 Dec 2021, 10:18:12	Invalid	183.90.36.215	rate_campaign_device	my republic

Timestamp	Validation status	IP address	Threat
Total: Filtered - 2294			
13 Dec 2021, 22:03:24	Invalid	103.129.117.44	known_hosts_ip_global
13 Dec 2021, 22:02:49	Invalid	178.171.16.155	known_hosts_ip_global
13 Dec 2021, 20:42:50	Invalid	3.1.83.130	known_hosts_ip_global
13 Dec 2021, 20:42:45	Invalid	3.1.83.130	known_hosts_ip_global



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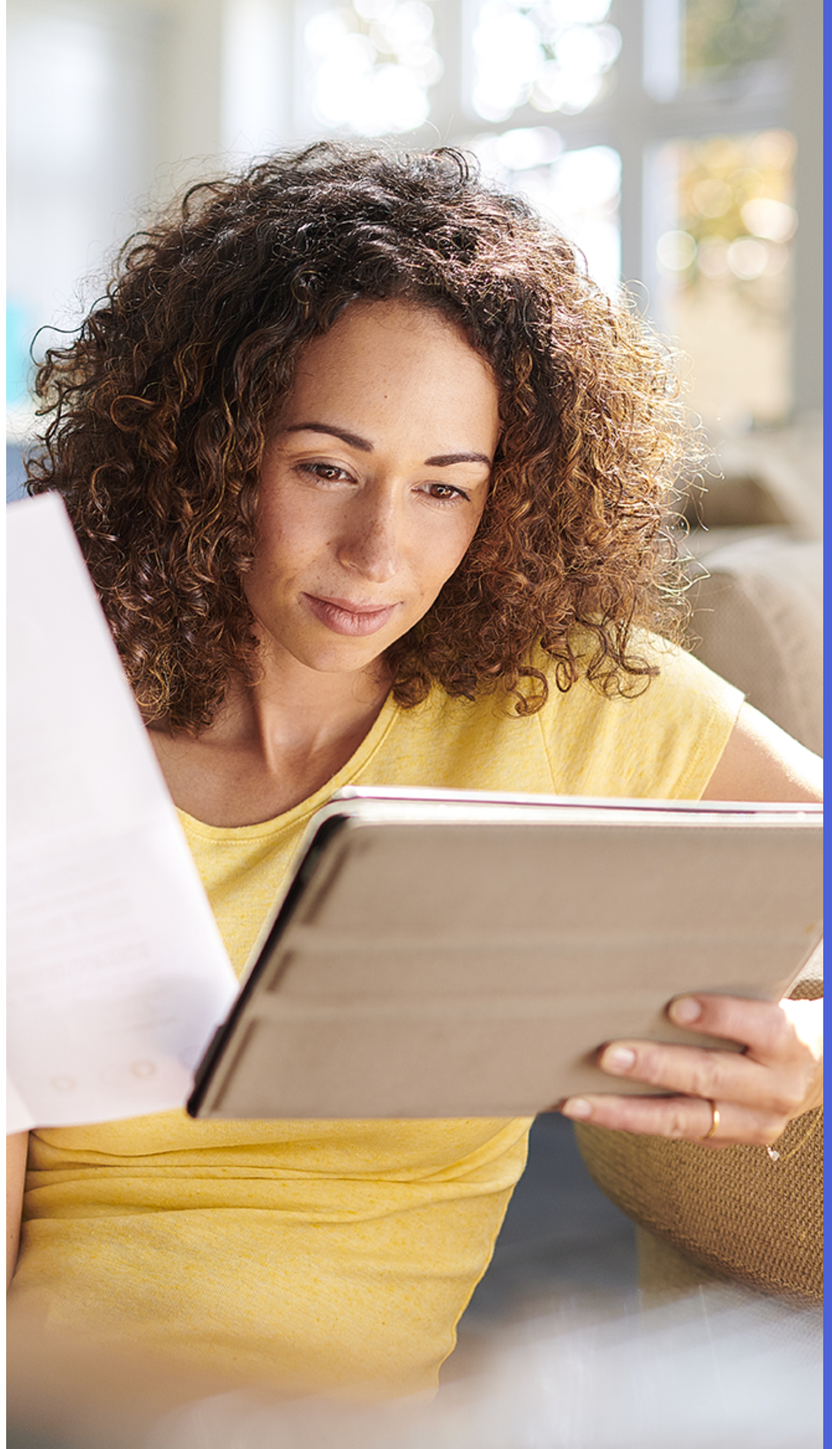
The Busines Case



When the telecom market has an audit report, they can start to build the business case and easily explain how invalid traffic is impacting the organisation's bottom-line.

The outcomes for telcos are greater opportunities to engage, capture potential subscribers, and generate new revenue. They can compete with maximum budget utilisation and will see that campaign optimisation is a competitive advantage over other organisations that have yet to address the problem.

When an organisation tackles invalid traffic, marketers can demonstrate greater value in their digital marketing while clearly showing that the results they deliver are real.

It is a win-win from the C-suite through to marketing executives running campaigns.

A Simple and Powerful Approach

Telcos need transparency into their traffic and the tools needed to address a complex problem.

With the right platform, they will be able to gain clarity on all campaign attributes at the click level. They will be able to stop bot-driven traffic while using validation tools to cap clicks and have budget re-invested in engaging more users in real-time.

Automated traffic removal means marketing teams don't need to allocate resources to traffic management or the technical skills to deliver new performance and accuracy in PPC campaigns.

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Outcomes

Discovery & actionable insights

- Full transparency
- Empirical support of invalid traffic
- Clarity of all campaign attributes at the click level
- Custom validations

Automated removal of invalid traffic

- Pre-bid optimisation
- Dynamic exclusion list
- Real-time alerts

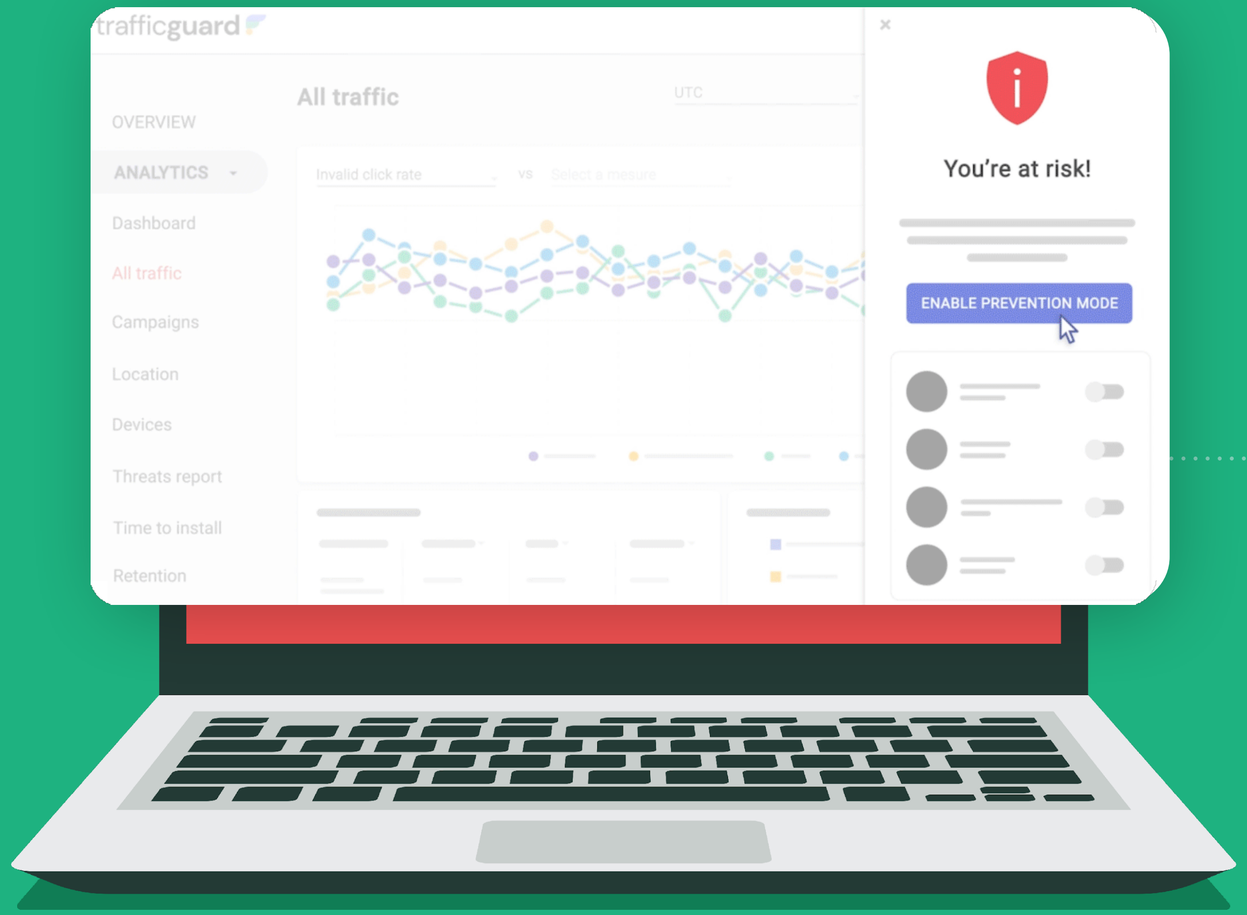
Increase in customer value

- Improved optimisation
- Google Ads refund
- Activating budget previously wasted on Invalid Traffic

Our Platform

TrafficGuard proactively stops your ads from showing to sources of invalid traffic, protecting telcos from ad fraud.

Our platform enables marketers to focus time and effort on optimisation and growth and leave fraud fighting to TrafficGuard.



- Intelligent analytics
- Real-time dashboard
- Acquisition report
- Click report
- Audience report
- IP report
- Behavioral analysis
- Threat analysis
- Automated ad fraud prevention
- IP range blocking
- Custom filtering rules
- Priority support

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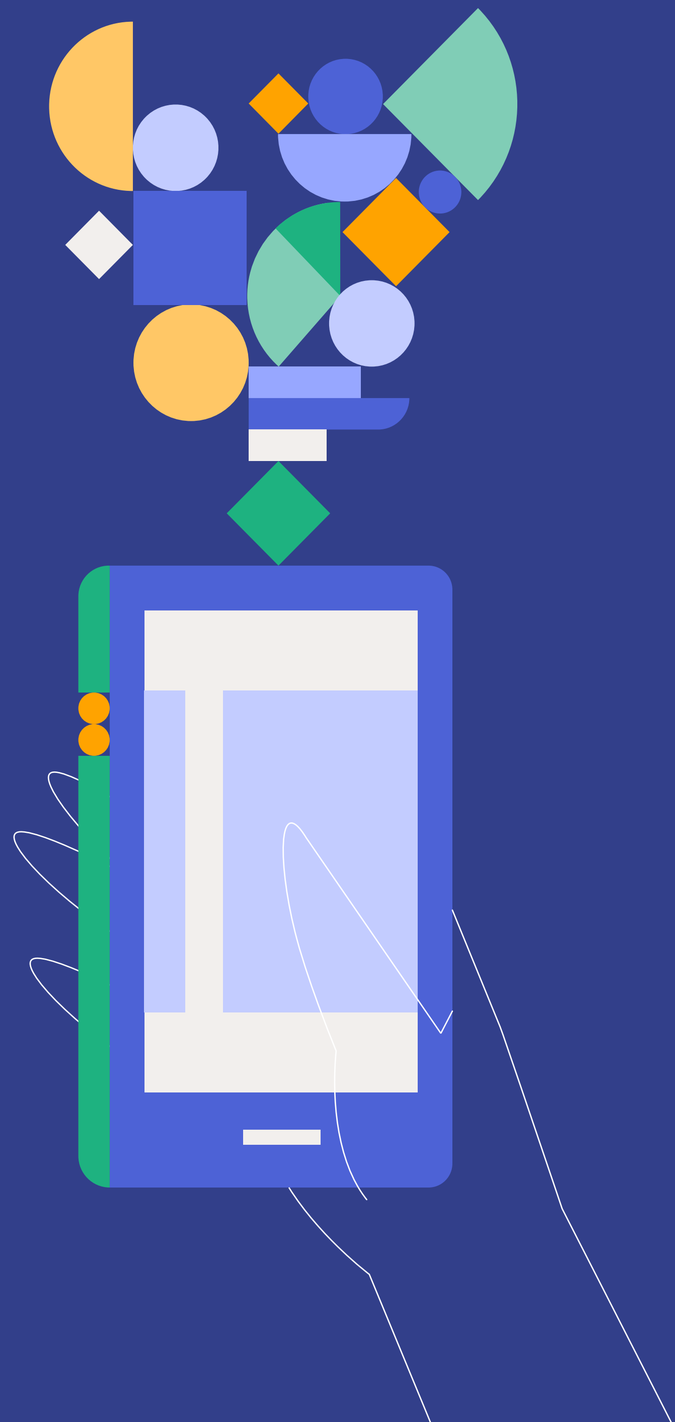
Book a Free Audit Today

Want to get visibility into how fraud is impacting your digital advertising? Book your free 2-week traffic quality audit today.

Book here



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TrafficGuard's award winning digital ad verification and fraud prevention SaaS analyses multiple stages in the advertising journey - impressions, clicks, conversions and post-conversion events to protect your ads against known and unknown fraud tactics.

A combination of unsupervised, semi-supervised and supervised machine learning algorithms layered on a dynamic rules-engine enable real-time detection and mitigation of fraud, resulting in improved campaign optimisation, higher advertising ROI and reduced time wasted on media volume reconciliations.

www.trafficguard.ai