

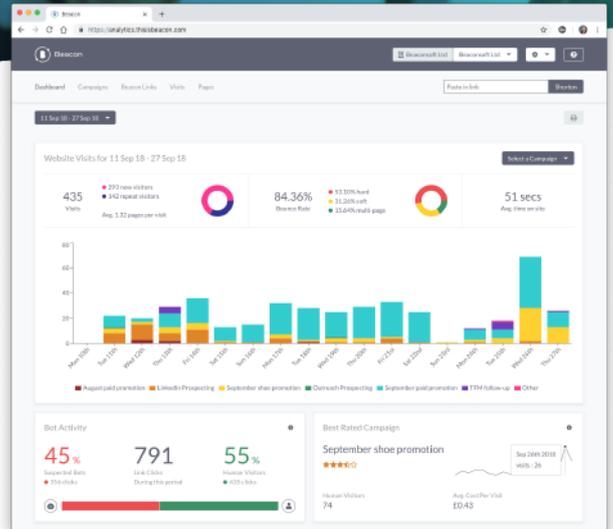
Beacon is a digital campaign analytics platform designed for online marketers to better measure and manage their marketing campaigns, so they can save time and effort and increase their digital marketing returns.

Our mission is to drive honesty and transparency into digital marketing; eradicating fraudulent clicks to give true ROI. Beacon gives unbiased detailed analytics on your website traffic and page performances, providing valuable insights and intelligence into the true effectiveness of your online campaigns.

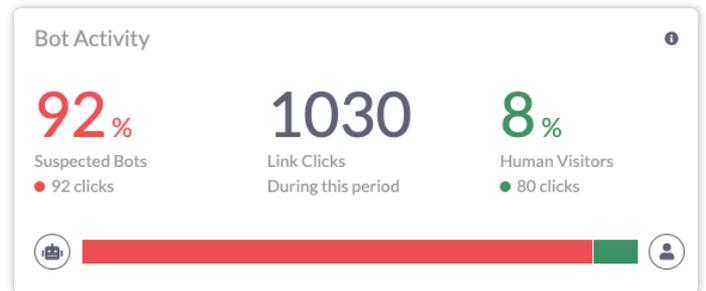
Beacon reveals website visitor statistics from individual links, reporting on when your links were clicked, how your visitors behaved, and *the percentage of real vs bot clicks*. The latter is becoming increasingly relevant as organisations look to achieve more for their digital marketing spend. To illustrate the scale of the problem, businesses lost \$16.4 BILLION¹ globally to ad fraud in the year 2017 alone.

Beacon can accurately identify fraudulent clicks and differentiate them from clicks by 'real' humans; at a campaign level, channel level and individual link level. For a series of recent digital campaigns, Beacon identified the following.

Across four paid channels of Google Ads, Twitter, Facebook and LinkedIn 23% of the paid-for clicks were bots (ie non human); even though 100% of the clicks were actually paid for. Typical monthly spend for a large organisation can be \$10,000's to \$100,000's; so the wasted spend on non-human clicks can be a significant part of the overall digital budget.

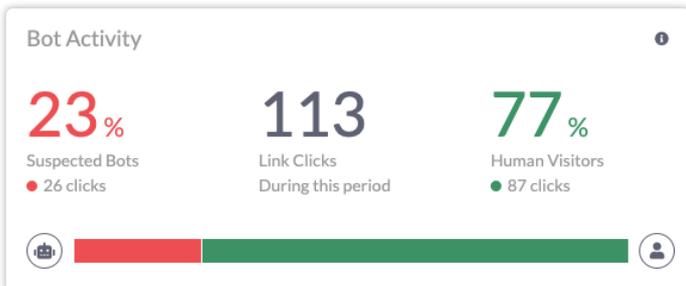


According to a report from Pivalate², in the first three months of 2017 80% of the pay-per-click impressions traded in Japan were fraudulent, with Brazil second at 38%. USA was third with 37% of pay-per-click desktop ad impressions fraudulent during the same time period.



To illustrate how some campaigns can be significantly affected by bot traffic, another recent campaign run through Beacon identified only 8% of paid traffic was real. In other words, if the digital ad budget for that month was \$10,000, \$9,200 was simply wasted. Beacon identifies that wastage.

To find out more, visit www.thisisbeacon.com/click-fraud and download our ebook. Alternatively email us at hello@thisisbeacon.com or give us a call on +44 3 302 234 588.



In this real example 23% non-human clicks is a *good* result.

Beacon - Discover the true results of your digital marketing

¹ source: <https://www.cnn.com/2017/03/15/businesses-could-lose-164-billion-to-online-advert-fraud-in-2017.html>

² source: <https://digiday.com/marketing/global-state-ad-fraud-4-charts/>