



CASE STUDY:

ELIMINATING CLICK FRAUD IN A PPC CAMPAIGN



CompassGPT.ai

CLIENT: CompassGPT.ai

INDUSTRY: Solutions for Architects and Engineers

CHALLENGE:

The client suspected click fraud was impacting their PPC campaign, which was designed to increase website registrations. Despite promising campaign performance metrics, no registrations were being generated.



OUR APPROACH:

1. Data Analysis: our team thoroughly analyzed the campaign data and settings to identify potential issues.

68.57% of the traffic was entry-level Job seniority

2. Audience Refinement: Based on the analysis, DTJ created a refined target audience to ensure ads were reaching the most relevant users.

34.37% of traffic was sent to small companies

3. Additional Conversion Tracking: DTJ implemented additional conversion tracking tools to accurately measure user actions on the website.

471 conversions - each visit to the company's website was counted as a conversion



RESULTS:

- Improved Click Fraud Detection: DTJ efforts effectively identified and mitigated click fraud, ensuring that ad spend was directed towards genuine users.
- Increased Registrations: With the refined audience and accurate conversion tracking, the campaign generated a significant increase in website registrations.

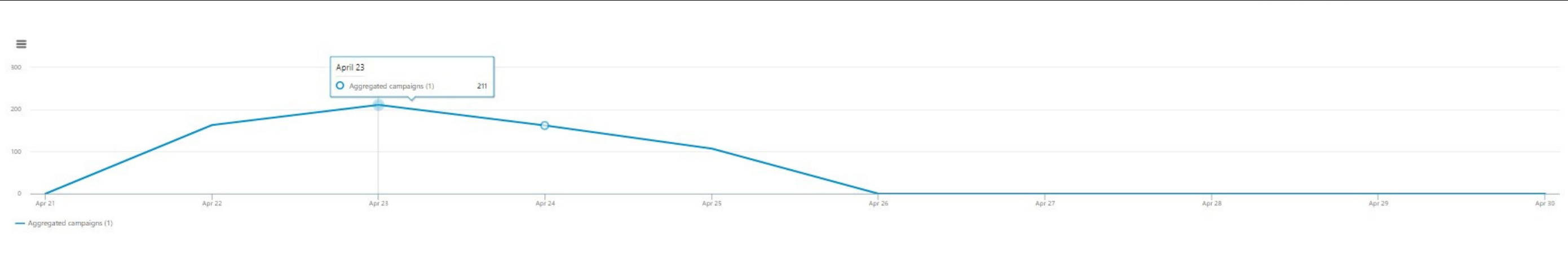
CONCLUSION:

This case study highlights the importance of a comprehensive approach to PPC campaign management. DTJ expertise in data analysis, audience refinement, and conversion tracking enabled the client to overcome the challenge of click fraud and achieve their campaign goals.



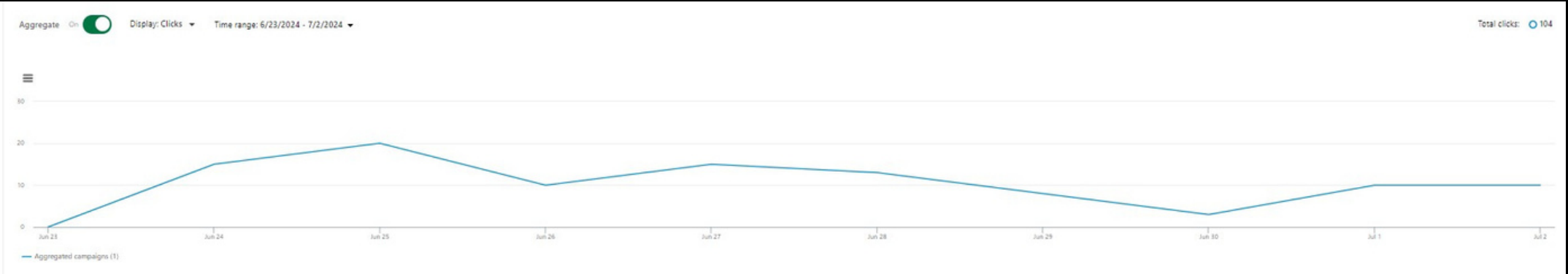
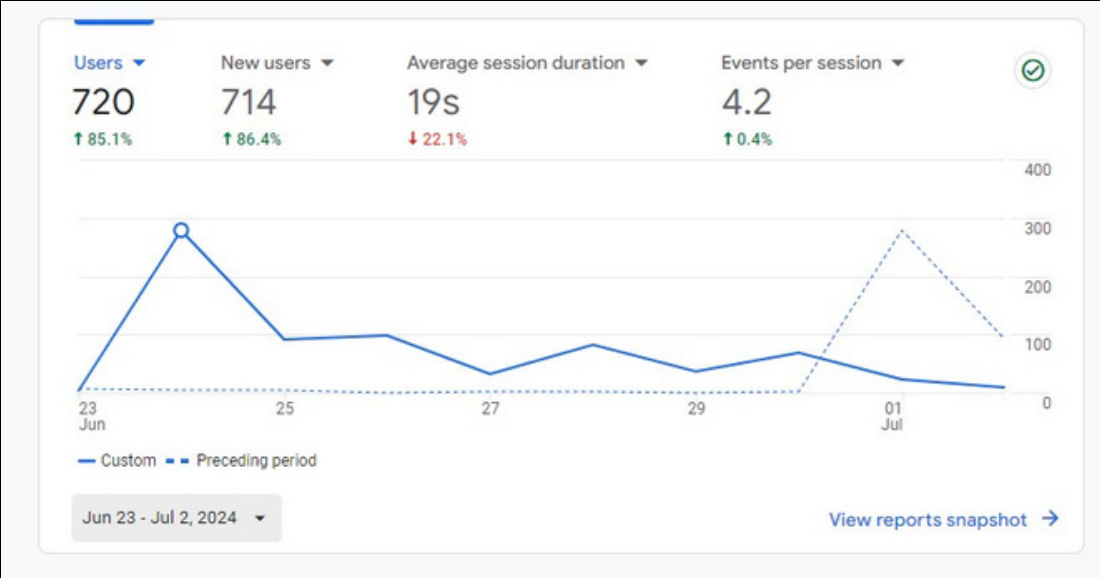
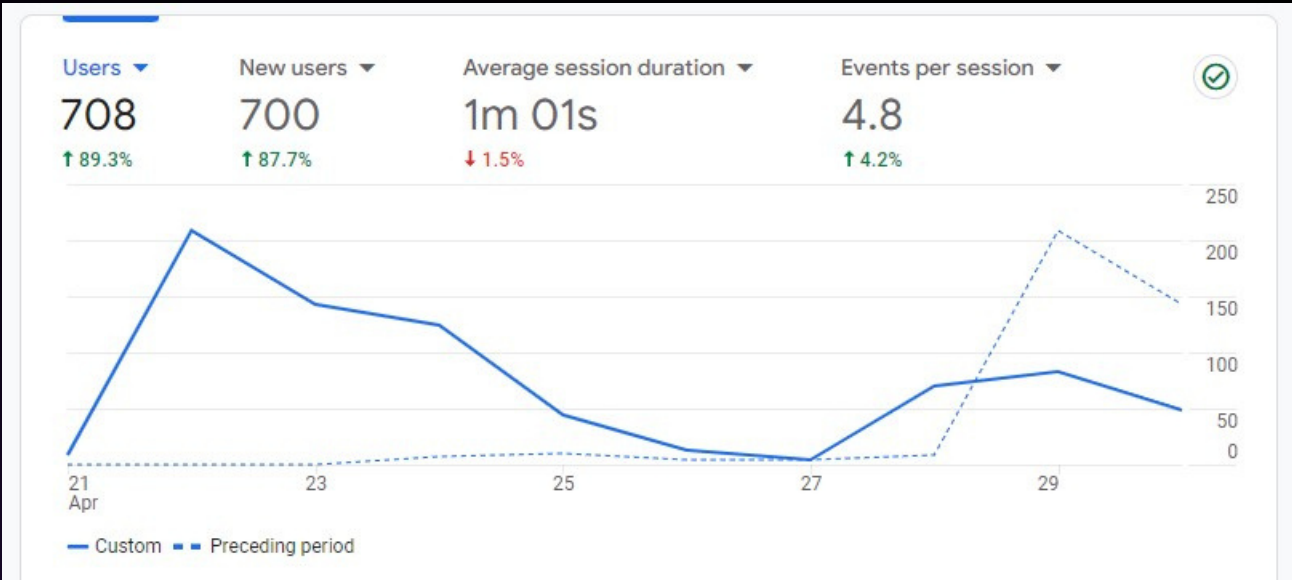
BEFORE:

Campaign Name	Off/On	Status	Key Results	Campaign Group	Spent	Cost Per Result	Impressions	Clicks	Average CTR	Bid
1 selected campaign					\$417.87	-	52,732	643	1.22%	-
Website visits - Apr 22 Thru Early May Edit + Ad View summary More	☐	Completed	643 Website Visits View summary	April2024 Extended Group	\$417.87	\$0.65	52,732	643	1.22%	Maximum Delivery



Campaign Name	Off/On	Status	Key Results	Campaign Group	Spent	Cost Per Result	Impressions	Clicks	Average CTR	Bid
5 filtered of 7 campaigns					\$333.36	-	38,122	199	0.52%	-
Test audience small ID: 320000616 - Sponsored Content	☒	Active	104 Website Visits	Test AD	\$170.81	\$1.64	21,624	104	0.48%	Manual Bid: \$3.00

AFTER:



☐	Replay	-	Moderate	24 Jun, 15:22	34638f08 (new)	United States	12	5	0:59		
☐	Replay	-	Moderate	24 Jun, 14:42	b8753c9b (new)	United States	28	4	4:00		
☐	Replay	-	High	18 Jun, 20:41	45a02f2c (new)	United States	30	18	0:11		
☐	Replay	-	Very low	18 Jun, 20:40	82968d7e (new)	United States	5	1	0:09		
☐	Replay	-	Low	18 Jun, 05:39	3574442c (new)	United States	8	3	0:59		
☐	Replay	-	Moderate	16 Jun, 14:31	89b5d9f9 (new)	United States	26	14	0:09		
☐	Replay	-	Very low	16 Jun, 14:30	035168c6 (new)	United States	5	1	0:11		
☐	Play	-	Moderate	14 Jun, 22:10	42f08394 (new)	United States	16	8	0:13		
☐	Play	-	Very low	14 Jun, 22:10	42f08394 (new)	United States	5	1	0:13		
☐	Play	-	Very low	14 Jun, 22:09	c5291d89 (new)	United States	5	1	0:09		
☐	Play	-	Very low	14 Jun, 20:42	3514af99 (new)	United States	1	1	1:08		
☐	Play	-	Very low	14 Jun, 17:56	48c9a1cb (new)	United States	1	1	0:58		
☐	Play	-	Very low	12 Jun, 05:18	10fc2bd0 (new)	United States	1	1	0:13		
☐	Play	-	Low	12 Jun, 00:26	f066f7d3 (new)	United States	7	3	0:55		

KEY TAKEAWAYS:

1. Targeted Audiences: Creating a well-defined target audience is crucial for maximizing ad relevance and minimizing wasted ad spend.
2. Conversion Tracking: Accurate conversion tracking provides valuable insights into user behavior and campaign effectiveness.
3. Fraud Prevention: Implementing measures to detect and prevent click fraud is essential for protecting advertising budgets and ensuring campaign success.



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