

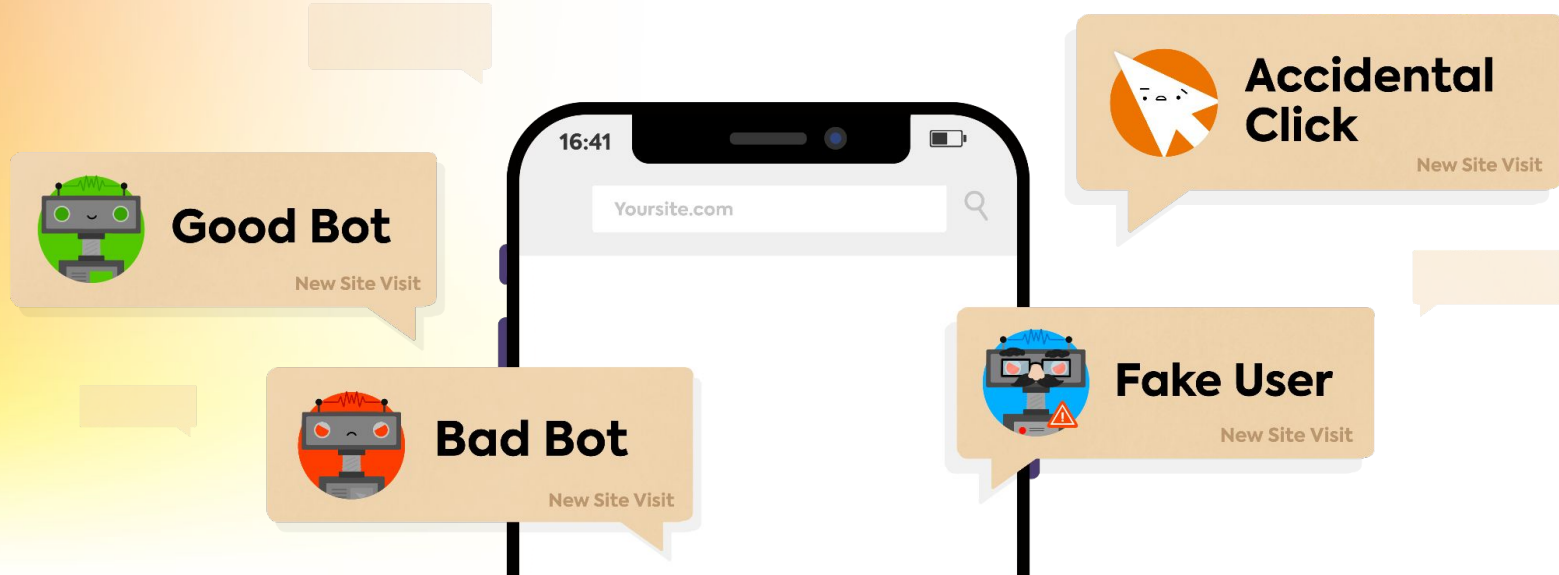
Introducing LUNIO

Stop fake traffic and clicks across your paid ad platforms.



What is Invalid Traffic?

Invalid Traffic (IVT) refers to any website visits that don't come from a real person with genuine interest.



How Invalid Traffic Affects Marketers



\$71.37 Billion

in ad spend is forecasted **to be lost to IVT in 2024**



What You Need to Know About Invalid Traffic

47%

of internet traffic comes from bots and fake users

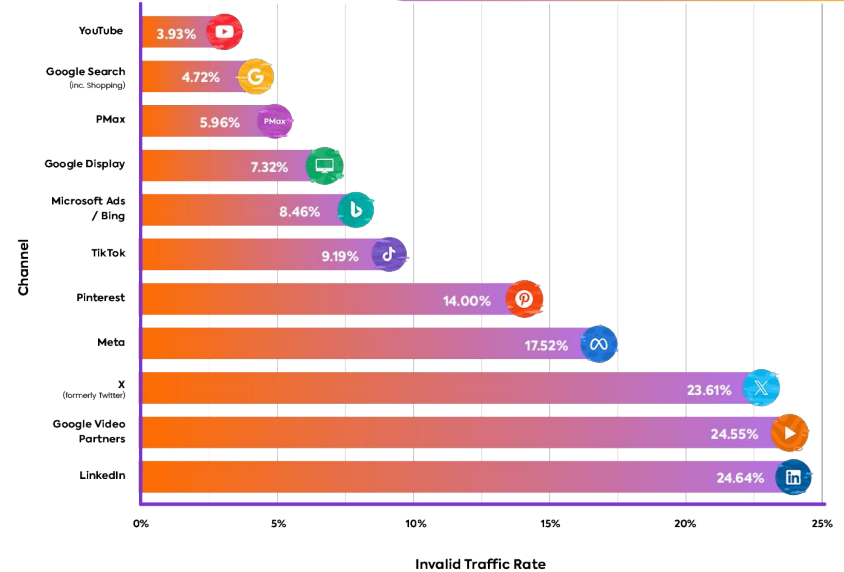
\$54.63bn

was lost to invalid traffic in 2022

\$1 in \$5

spent is lost to fake ad engagement

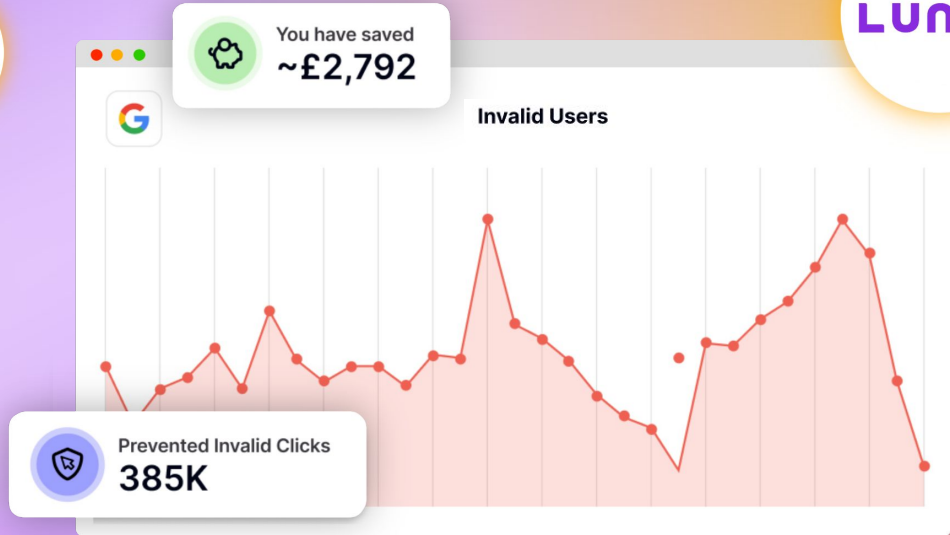
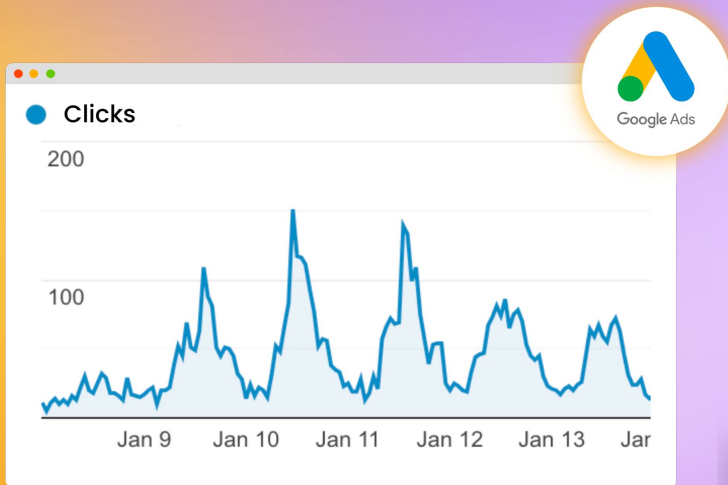
Invalid Traffic by Channel



Featured in our [Wasted Ad Spend Report 2024](#) →

Lunio **Finds Patterns** in Traffic Data That Humans Can't Observe

LUNIO



Lunio's sophisticated machine learning algorithm identifies non-human and invalid activity and blocks it from clicking on your ads and wasting your budget.

How Lunio Works in 3 Easy Steps

Enhanced Targeting Signals

Feed optimisations with accurate data



Capture Advertising Data

Capture ad traffic data to generate powerful exclusion audiences across all platforms.

Analyse & Filter Bad Data

Block invalid traffic to protect your budget and stop fake interactions distorting campaign data.

Learn & Evolve

Analyse post-click traffic behaviour and conversion data to continually improve audience targeting.

The Lunio Difference



By Marketers, for Marketers

Invalid traffic isn't a security problem. It's a marketing problem. Lunio is designed to provide full protection across your advertising stack by pairing audience-led exclusions with IP blocking.



Analyse One, Protect All

Fake traffic is instantly blocked on the channel it's detected on, and data identifying the source of the invalid click is used to populate exclusion audiences across your other ad channels.



Immediate Time-to-Value

As soon as Lunio protection is switched on via our one-click integration, fake traffic is automatically identified and blocked thanks to billions of previously logged clicks.

What Success Looks Like with Lunio

£87,500

Monthly savings in wasted ad spend



£44,000

Savings in ad spend per month



824%

Increase in ROI using Lunio



1,160%

Increase in ROAS using Lunio



£453,000

Ad spend saved in 5 months



£1.21M

Annual savings in ad spend



£18,266

Ad spend saved in the first month



\$1m

Ad spend saved annually



40%

Decrease in advertising costs



£113,253

Additional ROI in using Lunio



\$263,000

Ad spend saved annually



\$61,670

Ad spend saved in 6 months



£457,000

Ad spend saved annually



£90,000

Ad spend saved annually



£456,800

Ad spend saved in 5 months



\$99,598

Ad spend saved annually



Leading the Way on G2, Again and Again...

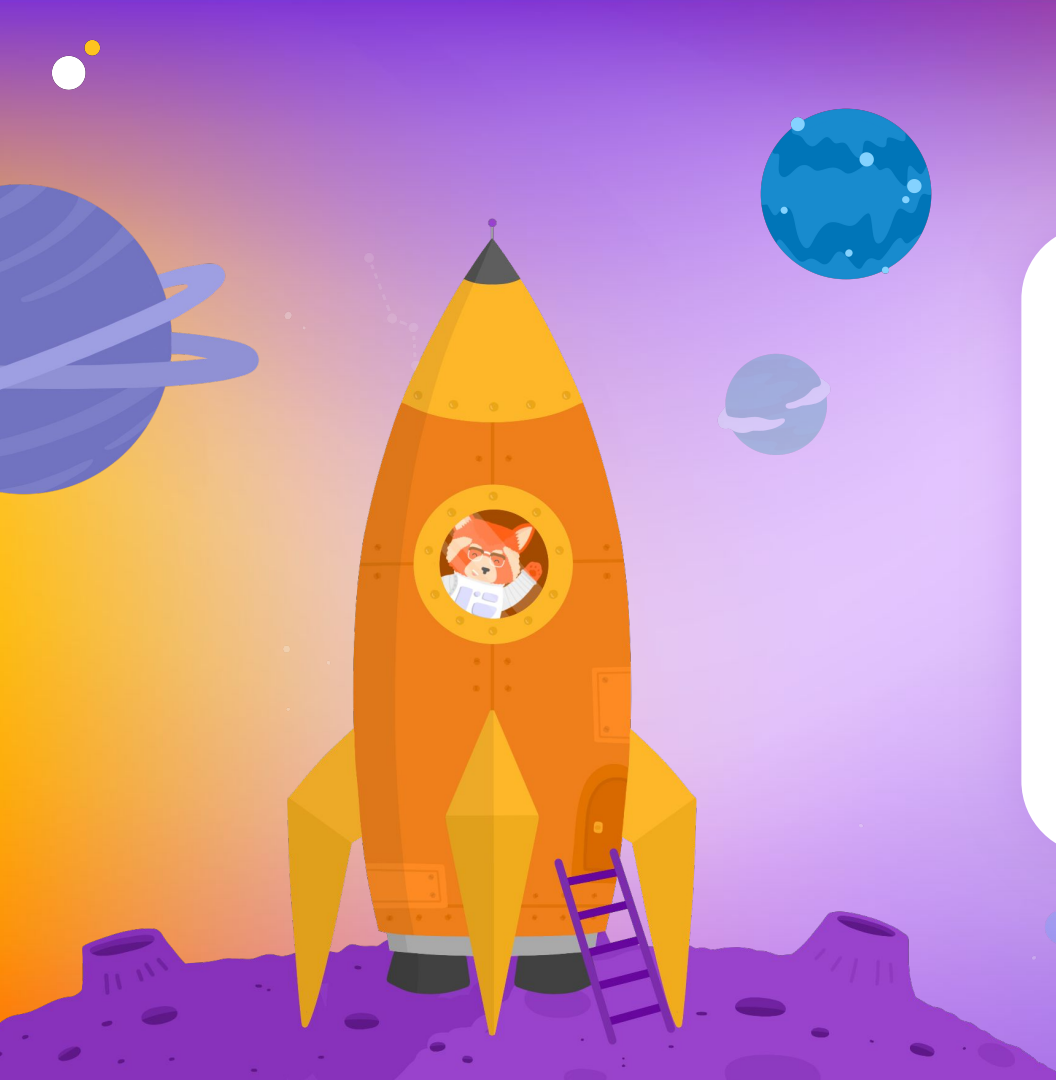
Lunio was built by marketers, for marketers to eliminate invalid traffic by excluding all fake users from your ad channels.



"Lunio protects our clients' traffic from invalid traffic and spam requests and improves advertising performance by **up to 30%**"

- Mariia T, Marketing Manager 





End Wasted Spend with Lunio

Get a free 14-day traffic audit

No commitment required!

HUGO
BOSS

M&S
EST. 1884

ebay

DIESEL

norwegian



INCUBETA