

CASE STUDY

How SpaceJet Cut 21% Fraudulent Traffic and Achieved a 12% Increase in ROI



QUICK FACTS

- ▶ **Industry:** Advertising Technology (Ad Tech)
- ▶ **Vertical:** Performance Marketing
- ▶ **The Threat:** Fraudulent traffic from affiliates and media partners, including bots and low-quality sources, hid what channels were profitable for SpaceJet, limiting optimization and wasting ad spend.
- ▶ **The Solution:** SpaceJet grew their tech stack. [LinkTrust](#) integrated with [Anura](#) to provide real-time monitoring, block bad traffic, and ensure accurate attribution.
- ▶ **Quick Win:** On just one media buy, SpaceJet achieved a 12% increase in ROI by removing 21% fraudulent traffic.

THE PROBLEM

As SpaceJet scaled its affiliate and media buying efforts, fraudulent traffic became more noticeable. Affiliate fraud, manufactured clicks, and bot activity made it challenging to distinguish good-quality traffic from the bad. Even strong channels could hide poor placements, creating uncertainty that risked profitability, optimization, and growth.

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WHAT THEY TRIED

At first, SpaceJet relied on hyper-segmentation and manual analysis to sort good traffic from bad. But bot clicks inflated numbers, visibility across networks was limited, and slow detection meant wasted spend. It became clear that attribution alone wasn't enough: they needed real-time fraud detection built into their attribution platform.

ABOUT SPACEJET

[SpaceJet Media](#) is a performance marketing network that delivers high-performing offers and contextual search monetization tools. With transparent, cloud-based reporting and expertise in unlocking revenue across channels, like email, social, and redirects, SpaceJet helps partners maximize traffic value across channels.

The SpaceJet network can monetize almost any type of traffic regardless of vertical or topic, utilizing high-converting contextual ad units catered to your audience and source.

THE SOLUTION: LINKTRUST + ANURA

To overcome these barriers, SpaceJet doubled their technology. [LinkTrust](#) provided enterprise-grade tracking and attribution across millions of clicks and hundreds of offers. Then [Anura](#) was seamlessly integrated, adding real-time fraud detection and blocking.

With the combined tech stack, SpaceJet gained full visibility, accurate attribution, and the ability to stop fraudulent traffic before it impacted campaign performance.

RESULTS

The LinkTrust and Anura integration delivered measurable results:

- ▶ **21% Fraudulent traffic blocked.** On just one media buy, Anura identified and blocked 21% of traffic as fraudulent, protecting ad spend and improving efficiency.
- ▶ **12% increase in ROI.** Budget was reallocated to high-quality traffic sources, driving measurable profitability.
- ▶ **Confidence to scale.** With LinkTrust tracking every click and Anura ensuring traffic quality, SpaceJet expanded media buys and partnerships without fear of fraud.

By combining LinkTrust with Anura, SpaceJet not only protected campaigns from fraudulent traffic but also unlocked sustainable growth.

USING ANURA

“While using Anura, I have found that it is very accurate and has the ability to customize your site set up right out of the box. It is great to work with.”

— Dom Shipley, VP of Technology at SpaceJet



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