



Case Study

How AdShield helped Aliens Group stop click fraud and 10X ROAS

Customer Profile

Founded in 2004, Aliens Group is an Indian real estate company headquartered in Hyderabad, Telangana. It consists of a group of companies, including Aliens Infra Tech and Aliens Developers. True to its namesake, Aliens Group is committed to its motto of providing 'intelligent living' alternatives to its customers.

Industry

Real Estate

Region

India



“Within seconds of implementing AdShield, we’ve blocked bots, gained valuable insights, and optimized our ad spend for instant ROI. To date, we’ve managed to 10X our return on ad spend.”

Venkata Ramesh, Deputy Head of Marketing, Aliens Group

Online advertising is a key channel for any marketplace business. Aliens Group, a pioneer in India’s real estate industry, invested hundreds of dollars into Google Ads campaigns. From the get-go, they saw large amounts of traffic coming through active campaigns. Despite that, Aliens Group was met with low conversion rates and bad lead quality.

Key Points

Blocked scrapers & bot traffic

Reduced invalid traffic by **98%**

10X Return on ad spend



The Curse of Click Fraud

Recognizing the discrepancy between ad traffic and conversions, Aliens Group's marketing team suspected that some of their ad traffic was fake.

Invalid traffic – traffic without the ability or intent to ever convert – was every marketing team's worst nightmare. Fraudsters could use bots and emulators to click on ads in large numbers, causing ad budgets to be depleted. This would result in audiences being contaminated and pipelines filled with invalid leads, making it even more difficult for Aliens Group's marketing efforts.

To gain clarity and visibility into their true campaign performance, Aliens Group deployed SHIELD's ad fraud prevention solution – **AdShield**.

Detecting Jailbroken and Rooted Phones

The results were effective immediately. Aliens Group discovered that more than 10% of their Google Ads traffic was invalid, which helped explain why the team was experiencing low conversion rates despite high click rates. Additionally, detailed analysis revealed that their India-specific campaigns were receiving a substantial amount of invalid traffic from the US, where most of their competitors were located.

With AdShield, Aliens Group was also able to uncover the exact tools and techniques click fraudsters were using. The **SHIELD Risk Indicators** flagged proxy browsers, anti-device fingerprinting tools, and bots as the main culprits. AdShield's real-time IP blocking mechanism empowered Aliens



Group to stop showing their ads to users with malicious bots installed and exclude users from regions they did not want to target.

Growing Genuine Traffic

AdShield has since become business critical for Aliens Group’s marketing teams. By preventing invalid traffic from polluting its audience segments, Aliens Group has been able to better target its offerings to high-purchase-intent

audiences, leading to a rise in quality leads. With SHIELD, the team is directing ad spend from invalid users to real customers and launching new PPC initiatives with confidence.

Venkata Ramesh, Deputy Head of Marketing, Aliens Group, commented “Within seconds, we’ve blocked bots, gained valuable insights, and optimized our ad spend for instant ROI. To date, we’ve managed to 10X our return on ad spend.”

SHIELD is the world’s leading risk intelligence company that helps global organizations such as inDrive, Alibaba, Mobile Premier League (MPL), TrueMoney, and Maya stop fraud, build trust, and drive growth. We combine AI and explainable machine-learning algorithms to help all online businesses stay ahead of new and unknown fraud.

With offices in San Francisco, Miami, London, Berlin, Jakarta, Bengaluru, Beijing, Singapore, we are rapidly achieving our mission to enable trust for the world.

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