



Much Better Adventures cuts IVT by 68% & CPA by 12%

Industry: Travel

Location: UK

Challenge

Meta campaigns delivered high clicks but short session durations, high bounce rates, and low conversions, suggesting significant invalid traffic draining budget.

Solution

Lunio was deployed across Google, Meta, and Bing to automatically block IVT, recover wasted spend, and validate new channels for efficiency.

Results

- **68.29% reduction in invalid traffic**
- **12.16% decrease in CPA**
- **4% uplift in conversion rate**
- **Estimated 5x ROI** from Lunio through savings and reallocation of spend

"Being able to instantly validate the traffic quality from a new channel is really powerful. Lunio helps us make decisions much faster than we would otherwise."

Dan Bloomfield,
Head of Performance Marketing

