

20% Increase in revenue and campaign efficiency

ABOUT THE CLIENT



Ace23 is India's First Online Rummy Portal. They are on a mission to promote rummy as a professional game and create a community of skilled gamers.

Ace23 aims to deliver better and quicker results with its software by taking into account the needs of Indian online gaming.

Ace23 envisions building an innovative and profitable business with its commitment to corporate strategy and effective marketing plans.



THE SITUATION

1. Type of Campaigns

Ace23 primarily deploys CPI campaigns. However, their app is downloadable only via their website and not from any mobile app store. So, they use both Trackier Mobile Marketing Platform as well as Performance Marketing platform to attribute clicks and conversions and analyse performance of all the Advertising Partners under one platform.

2. Problems faced by the organization before using Trackier

Ace23 has many advertising partners working with them to promote their business. Additionally, they also have a downloadable app on their website. So, in order to attribute the performance of their advertising partners, and their app installs via website, they needed a solution which can combine both performance and mobile marketing in one single dashboard.

Moreover, **Ace23** faced a lot of fake installs and false conversions issues with their previous performance marketing partner and had issues with the quality of reporting.

3. Needs and Requirements

Ace23 required a holistic dashboard which can show the performances of all their Ad partners as well as the performance of their mobile app in terms of installs, quality reporting, and a robust anti-fraud tool.

THE SOLUTION

1. How did the Trackier Attribution Platform help?

Our holistic and wholesome partner management helped by offering:

Publisher payouts:

To support Ace2three's unprecedented user growth, Trackier provided 20+ customizable affiliate payouts.

Cross-platform device tracking:

No matter how many device changes a user made, Trackier was able to track them.

Protection and control:

Ace2three was able to avoid spending thousands of dollars on useless leads thanks to Trackier's Anti-Fraud tool.

Automation:

Trackier offers end-to-end automation to drastically reduce repetitive tasks and efforts.

Reporting:

Our data can be exported into various BI tools and provide analytical solutions to their clients.

2. The Primary features/tools used

Trackier offered a flexible solution by combining both mobile marketing and performance marketing platforms into a single dashboard. The primary tool used by Ace23 was our Anti-Fraud tool, which helped them filter out multiple CPL and CPI frauds.

3. How did the Support Team help?

Ace23 did not face any discrepancy with our attribution tool. However, Our support team was available to assist Ace23 at any point of time. All tickets were resolved within 24 hours.



THE OUTCOME

1. Impact of using an attribution platform

Ace23 was able to attribute the performance of its affiliates, ad partners and as well as their mobile app installs on a single dashboard.

Our real-time reporting system (supported by 200+ segmenting filters to draw meaningful insights from your data) helped Ace23 track multiple checkpoints throughout the users' journey.

2. Increase in ROI in %age with Anti-Fraud Tool

After tracking down fraudulent installs and fake conversions, Trackier was able to save Ace23's marketing expenditure by 20%, which helped them increase their revenue.

"The flexibility and usability of the **Trackier's Performance Marketing Dashboard** are the biggest value additions for me"

Srinath Reddy,
Marketing

