Boosting Growth and Profits for Efra Management with Trackier
Performance Marketing Software

INTRODUCTION

Efra Management, a full-service advertising and digital marketing agency, was facing the challenge of enhancing its revenue and profits. To overcome this challenge, Efra Management sought to streamline its performance marketing campaigns and improve the management of its affiliate network.

To achieve these objectives, they partnered with Trackier, a leading performance marketing software provider. Over the course of their collaboration, Efra Management achieved remarkable results,including a 214% increase in QoQ gross revenue , 198% increase in QoQ gross profit, and 150% increase in overall profit.

214%
Increase in QoQ gross revenue

CHALLENGES

Efra Management offers a wide range of services, including advertising, branding, digital marketing, and sales. To effectively manage their marketing campaigns and affiliate partnerships, they needed a robust performance marketing software that could meet their diverse needs. Their key requirements included:

Advanced Campaign Management:
Efra Management required a solution that offered versatile campaign management tools to cater to multiple verticals.

Fraud Detection:
A professional fraud detection system was crucial to protect their campaigns and ensure that their advertising spend was utilized efficiently.

API Integration:
The ability to set up API connections with various third-party data analytics tools was essential to streamline their internal processes.

Automated Traffic Management:
They needed tools for automated traffic management to optimize the quality of incoming traffic.

198%
Increase in QoQ gross profit

SOLUTION

Efra Management chose Trackier's performance marketing software to address their challenges. The software provided a range of advanced features and functionalities that met their high expectations. Key elements of the solution included:

API Integration:
Efra Management leveraged Trackier's APIs to seamlessly integrate with third-party tools, streamlining their data analytics and campaign management.

Automated Traffic Management:
They used the software's automation features to manage incoming traffic effectively, including filtering out poorly performing sources and optimizing traffic sources based on conversion rates.

Probabilistic Attribution:
With Trackier's support for probabilistic attribution, Efra Management could accurately track conversions using this method, ensuring no data was lost due to iOS 14 changes.

Reporting and Optimization:
Trackier's reporting features provided valuable insights and the ability to quickly respond to changes in traffic quality.

150%

Increase in profit

TRACKIER®

OUTCOME

The partnership with Trackier proved highly successful for Efra Management. They achieved impressive results:

A remarkable 214% increase in QoQ gross revenue, showcasing the significant growth in their business

A substantial 198% increase in QoQ gross profit, indicating improved profitability and cost efficiency.

A substantial 150% increase in overall profit, highlighting the positive impact of their collaboration with Trackier.

The software's automation features, API integration, and probabilistic attribution support enabled Efra Management to optimize their core processes, expand their offerings, and grow their business rapidly and sustainably. This case study demonstrates how Efra Management harnessed Trackier's capabilities to achieve their ambitious goals and boost their revenue and profits.

Learn From **Efra's Experience With Trackier!**
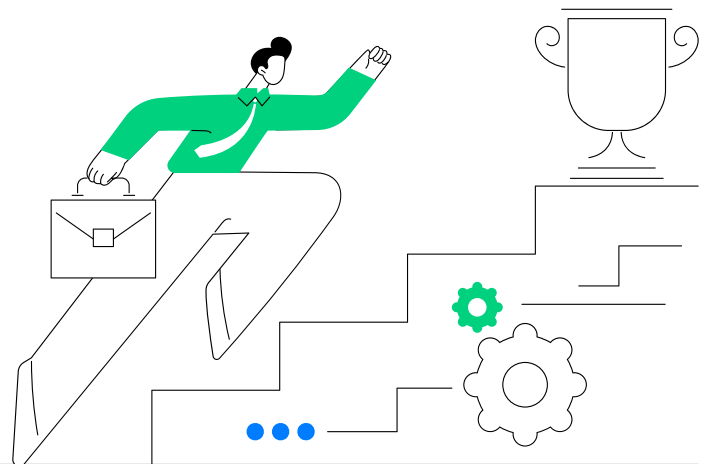
TRANSFORMING SUCCESS:

REAL TESTIMONIALS OF SUCCESS WITH TRACKIER!

"Trackier has been a game-changer for EFRA Management. Their performance marketing software helped us boost our business and increase our revenue. The automation features, API integration, and probabilistic attribution support have transformed our operations and fueled sustainable growth.

We highly recommend Trackier to any business looking to boost their profits. Thank you, Trackier, for being an essential part of our journey to success."

PREMCHAND YADAV

FOUNDER AND CEO,
EFRA MANAGEMENT PVT. LTD.

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