



## About MRN

MRN Digital is a dynamic digital marketing agency dedicated, since 2016, to help businesses thrive in today's competitive online world. With a team of experienced professionals, they offer a comprehensive suite of services tailored to meet their clients' unique needs.

Their approach is centered on delivering measurable results through data-driven strategies and innovative solutions.

From optimizing client websites for search engines to creating engaging content and managing their social media presence, MRN Digital has the expertise to drive traffic, generate leads, and boost brand visibility for their clients.

# Challenges in tracking and optimizing campaigns

MRN Digital, a leading digital marketing agency, was facing significant challenges in effectively tracking and optimizing their campaigns across various verticals. Their previous analytical tools, while functional for basic tracking, were unable to adequately address the complexities of fraud detection, suspicious activity identification, and precise event tracking.

## Specific pain points included:

- **Inaccurate fraud detection:**  
The existing tools failed to reliably identify and prevent fraudulent activities such as click rejections, spending conversions, and canceled conversions, leading to wasted ad spend.
- **Limited event tracking capabilities:**  
The tools lacked the necessary features to track specific events within campaigns, hindering the ability to analyze performance and optimize strategies.
- **Inefficient campaign management:**  
The lack of robust tracking and fraud prevention tools made it difficult to manage and optimize campaigns effectively, resulting in suboptimal performance.
- **Difficulty in identifying and controlling junk and bot traffic:**  
The tools were unable to effectively identify and mitigate the impact of low-quality traffic, negatively affecting campaign ROI.

These challenges were significantly impacting MRN Digital's ability to deliver high-quality results to their clients and maximize their return on investment.

## Solution:

# Trackier's Comprehensive Tracking and Fraud Prevention Platform

To address MRN Digital's challenges, Trackier's advanced tracking and fraud prevention platform was implemented. This solution offered a comprehensive set of features designed to enhance campaign performance and mitigate risks.

### Key features and benefits:

- **Precise event tracking:**  
Trackier's powerful tracking capabilities allowed MRN Digital to accurately track specific events within their campaigns, providing valuable insights into performance and identifying areas for optimization.
- **Robust fraud detection:**  
Trackier's fraud shield effectively detected and prevented fraudulent activities such as click rejections, spending conversions, and canceled conversions, protecting MRN Digital's ad spend.
- **Advanced analytics:**  
Trackier's analytics tools provided detailed reporting and insights, enabling MRN Digital to make data-driven decisions and optimize their campaigns for maximum ROI.
- **Excellent customer support:**  
Trackier's dedicated customer success team provided timely assistance and support, ensuring a smooth implementation and ongoing use of the platform.

By leveraging Trackier's comprehensive solution, MRN Digital was able to improve campaign performance, protect ad spend, enhance campaign management, and gain valuable insights.

# Results

**300%**  
Boost in (ROAS)

**40%**  
Client Retention Rate

**20%**  
Growth in Profits

**MRN Digital experienced significant improvements with Trackier's platform.**

- **300% Boost in (ROAS):**  
MRN Digital has seen a remarkable 300% improvement in ROAS, demonstrating the effectiveness of Trackier's tools in optimizing campaigns and driving higher returns.
- **More than 40% Client Retention:**  
Trackier has improved client retention rate, ranging from 30% to 40%. This indicates that MRN Digital is delivering greater value to its clients, fostering long-term relationships.
- **Fraud Blocked:**  
Trackier's fraud prevention capabilities have optimized MRN Digital's ad spend. The platform has successfully blocked between 5% and 15% of fraudulent traffic, preventing wasted expenditure and ensuring campaign integrity.
- **Upto 20% Profit Growth:**  
The combined impact of improved ROAS, client retention, and fraud prevention has resulted in a substantial profit growth for MRN Digital, ranging from 10% to 20%. This demonstrates the platform's ability to drive bottom-line results.

# Client Testimonial: In their own words.

## As stated by MRN Digital:

"Trackier has been a game-changer for our agency. It has solved the issues we were facing with tracking and fraud prevention. The platform's ability to track specific events, detect fraudulent activity, and provide detailed analytics has significantly improved our campaign performance. We are extremely satisfied with Trackier and highly recommend it to other digital marketing agencies."

- **Sajan Watts,**  
Senior Manager,  
MRN Digital

