



About OctaAds Media

OctaAds Media is a premier digital marketing agency that helps businesses to thrive in the digital world.

With a proven track record of success, OctaAds Media specializes in crafting and executing comprehensive digital marketing strategies tailored to meet specific business objectives.

Their expertise spans across a wide range of services, including sales marketing, business intelligence, social media marketing, search engine marketing (SEM), pay-per-click (PPC) advertising, content marketing, email marketing, web design and development, and conversion rate optimization (CRO).

The Challenge

Overcoming Digital Marketing Hurdles

Before partnering with Trackier, OctaAds Media faced significant challenges in their digital marketing efforts. Frequent downtime, inefficient team management, and ineffective campaign tracking hindered their ability to optimize performance and achieve desired results. These obstacles created frustration and limited their potential for growth.



The Trackier Solution

Empowering OctaAds Media with Trackier's Advanced Capabilities

Trackier provided OctaAds Media with a comprehensive solution to address their challenges.

By leveraging Trackier's advanced platform, they were able to:

- **Eliminate Downtime:**
Trackier ensured zero downtime, allowing OctaAds Media to focus on their campaigns without interruptions.
- **Streamline Team Management:**
Trackier enabled OctaAds Media to assign specific roles and permissions to their team members.
- **Enhance Campaign Tracking:**
Trackier provided OctaAds Media with a clear and comprehensive view of their campaigns.
- **Specific Tools that Delivered Value:**
 - **Trackier's Retargeting Tags:** Improved conversions and customer lifetime value.
 - **Trackier's Web SDK:** Enabled cookie-less tracking to ensure accurate measurement and attribution.

Driving Success with Trackier

Achieving a **213%** ROAS, **82%** Client Retention, and **27%** Fraud Reduction

Trackier's solutions played a pivotal role in helping OctaAds Media achieve remarkable results:

Conversion Rate (CR):

Improved by **5.23%**

Average CAC:

Increased by **\$1.24**

**Return on
Ad Spend (ROAS):**

Enhanced by **213%**

Client Retention Rate:

Increased by **82%**

Fraud Blocked:

27%

Profits:

Soared by **38%**

Client Testimonial

In Their Own Words

“Trackier has been a game-changer for our digital marketing efforts. The platform's reliability, advanced features, and exceptional support have enabled us to overcome our previous challenges and achieve significant growth. The strategic managers at Trackier provided invaluable guidance and assistance, ensuring a smooth transition and ongoing success. We are extremely satisfied with our partnership and highly recommend Trackier to any business looking to optimize their digital marketing performance.”

- **Abdulla Khan,**
Founder & CEO of OctaAds Media

