



**OPTIMIDEA**

## About Optimidea

Optimidea is a digital marketing agency founded in 2016. With years of experience, they have built a strong team of experts that is dedicated to helping businesses achieve their marketing goals.

Optimidea believes that the power of digital channels – like social media, search engines, email, and mobile apps, is immense. They aim to effectively promote products and services through these channels. Their focus is on building long-lasting partnerships with their clients and driving sustainable growth using innovative digital strategies.

As Optimidea grew, it became clear that more advanced technology was needed to efficiently manage global clients. To address this, the company sought a solution that could seamlessly integrate with clients worldwide. This led to their adoption of Trackier.

# Optimidea was Looking for a Solution That Offers Accurate Performance Tracking, Fraud Prevention, and Real-Time Campaign Optimization

## Problem

Optimidea, a rapidly growing digital marketing agency, was grappling with the increasing complexities of managing global campaigns. As the company's client base expanded, so did the challenges associated with accurate performance tracking, fraud prevention, and real-time campaign optimization. Traditional marketing attribution tools were proving inadequate in providing the granular insights and speed required to make data-driven decisions. Moreover, the absence of a robust mobile-friendly platform hindered efficient campaign management on the go.

The lack of a comprehensive solution to address these challenges was not only impacting campaign performance but also resulting in significant financial losses due to ad fraud. Optimidea urgently needed a platform that could unify these disparate functions, offer advanced fraud detection capabilities, and provide real-time visibility into campaign metrics.

# Exception Performance and Support With Trackier

## Solution

Optimidea has been a staunch user of Trackier's fraud detection tool for over five years, relying on it daily to safeguard campaign performance. The platform's Fraud Shield has been instrumental in monitoring traffic flow, identifying top traffic sources, and analyzing critical metrics like device IP, type, and call-to-conversion time.

One of Trackier's standout features for Optimidea is its mobile-friendliness. This allows for real-time campaign oversight on the go. Combined with the robust fraud detection capabilities, Trackier has delivered significant cost savings.

Beyond its functional strengths, Trackier excels in performance and support. The platform's minimal lag compared to competitors is a substantial advantage. Moreover, Optimidea consistently praises Trackier's client success team for their timely and effective resolution of issues, often within hours.

The impact of Trackier extends beyond Optimidea's operations. The company has successfully recommended Trackier to over 10 clients and partners, many of whom have become satisfied users themselves.



# Results Achieved

The implementation of Trackier's solutions led to significant improvements in Optimidea's operations.

Here are the numbers for this quarter:

- **25.25% Increase in Gross Clicks from April to May 2024:**  
Trackier's optimized campaign targeting led to a significant surge in click-through rates, boosting Optimidea's overall click volume.
- **59.79% Increase in Gross Conversions from April to May 2024:**  
Trackier's advanced attribution modeling and conversion tracking accurately measured the impact of Optimidea's campaigns, resulting in a substantial uplift in conversions.
- **156.31% Increase in Gross Clicks from May to June 2024:**  
Leveraging Trackier's real-time performance insights, Optimidea swiftly adjusted their campaigns, driving a dramatic increase in click volume and expanding their audience reach.
- **98.87% Increase in Gross Conversions from May to June 2024:**  
Trackier's fraud prevention features ensured that Optimidea's ad spend was allocated to genuine traffic, leading to a remarkable surge in conversions and maximizing ROI.

# Here's what Optimidea had to say about their experience with Trackier:

## In Their Words

"Trackier has been an invaluable asset to Optimidea. Their incredible fraud detection tool, Fraud Shield, has saved us a hefty sum by identifying and preventing fraudulent traffic. The platform's mobile-friendliness has been a game-changer, allowing us to monitor campaign performance in real-time, no matter where we are. Also, Trackier's support team is exceptional, always responsive and ready to assist with any challenges we encounter. We've been so impressed with Trackier that we've confidently recommended it to over 10 clients and partners."

**-Vaibhav Gupta,**  
**Business Head - Alliances & Partnerships,**  
Optimidea

