



We connect Xtra Large World

## About Xeloop

Xeloop is a cutting-edge, data-driven Artificial Intelligence/Machine Learning platform that revolutionizes the way brands and ad agencies connect with their target audiences.

As a transparent, mobile performance and branding ad agency, Xeloop offers a single, efficient ad-tech solution for accessing global inventory across Own Direct Apps & Websites, OEM, Third Party Mobile Apps, and more.

# Issues They Encountered

Xeloop Media, a leading affiliate marketing agency, was facing significant challenges in effectively tracking and optimizing their campaigns.

Their previous analytical tools, while functional for basic tracking, were unable to adequately address the complexities of fraud detection, precise event tracking, and campaign optimization.

## Specific pain points included:

- ❑ Limited event tracking capabilities
- ❑ Inefficient campaign management
- ❑ Difficulty in identifying and controlling junk traffic



# Comprehensive Tracking and Analytics Offered by Trackier's Platform

To address Xeloop Media's challenges, Trackier's advanced tracking and analytics 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



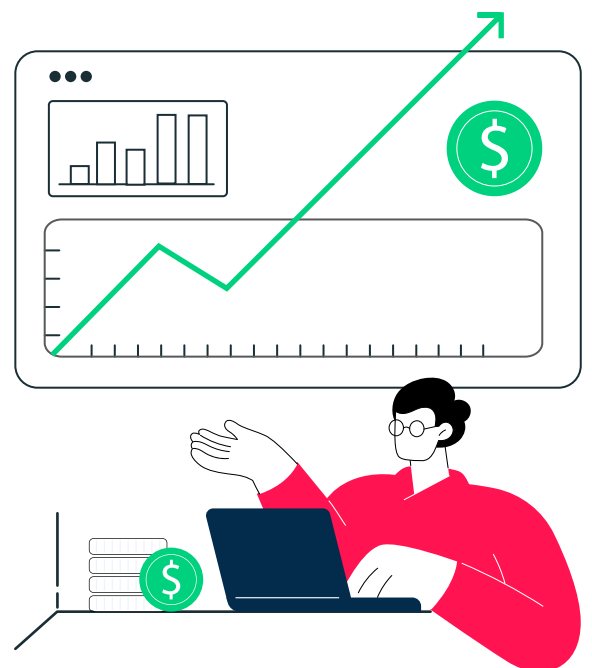
Advanced analytics



User-friendly interface



Excellent customer support



# Xeloop Media experienced significant improvements with Trackier's platform.

## A **100%** boost in ROAS and **80%** boost in Client Retention with Trackier

These impressive figures highlight the tangible benefits that Trackier has brought to Xeloop Media, solidifying its position as a valuable partner in achieving their business objectives.

**4.83**

Conversion Rate (CR)

**\$2.3**

Average CAC

**100%**

ROAS

**80%**

Client Retention Rate

**15%**

Fraud Blocked

**20%**

Profit

## In Their Words

“Trackier has been a game-changer for our agency. It has solved the issues we were facing with tracking and campaign optimization. The platform's ability to track specific events, provide detailed analytics, and offer exceptional support has significantly improved our campaign performance. We are extremely satisfied with Trackier and highly recommend it to other affiliate marketing agencies”

- **Shivam Shrivastava,**  
AVP - Ad Ops & Product, Xeloop Media

