TRACKIER®

About iAvatarZ Digital

iAvatarZ Digital is a dynamic digital marketing agency dedicated to driving measurable results for its clients.
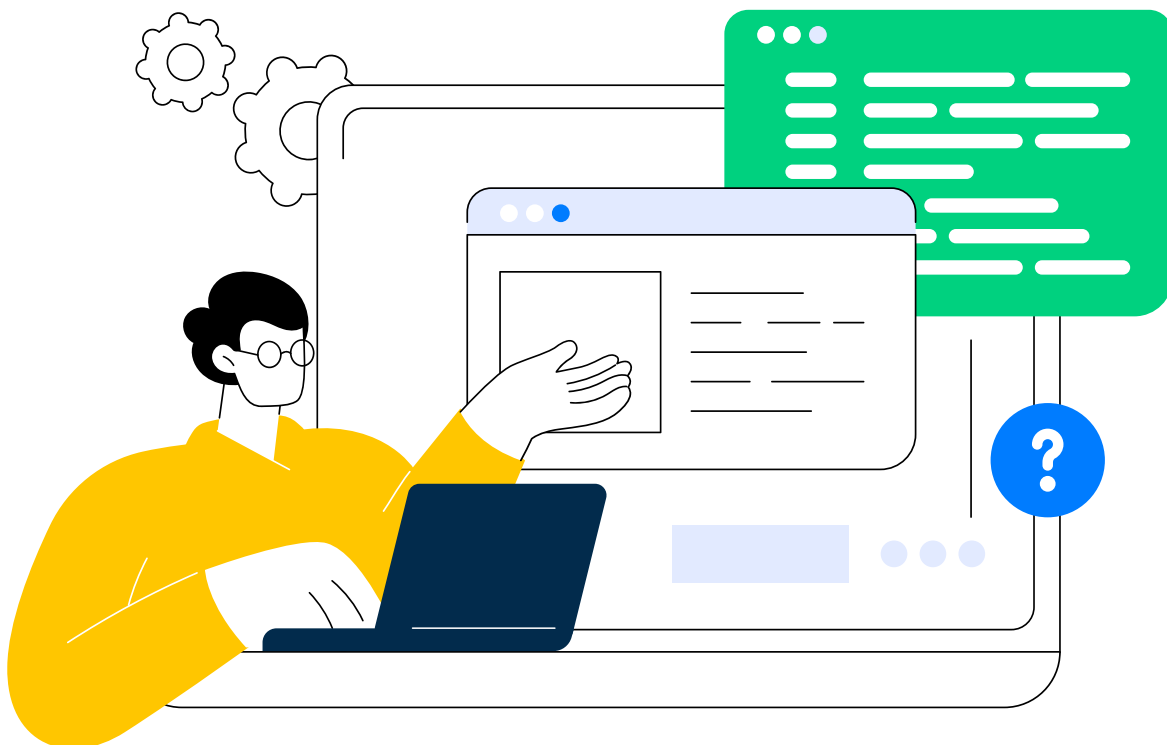
With a global presence and a strong client base, they offer a comprehensive suite of services tailored to meet their clients' unique needs.

Their expertise spans across a wide range of services, including organic search engine ranking, pay-per-click advertising, display advertising, mobile and email campaigns, text link development, newsletter insert ads, blog development, social networking advertising, and video and audio ads.

Issues Encountered
by iAvatarZ Digital

iAvatarZ Digital, a leading affiliate marketing agency, was facing challenges in effectively tracking and optimizing their campaigns.

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

How Trackier's Advanced Capabilities Helped iAvatarZ Digital

Trackier provided iAvatarZ Digital with a comprehensive solution to address their challenges.

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

Enhance Campaign Tracking:
Trackier provided iAvatarZ Digital with a clear and comprehensive view of their campaigns.

Detect and Prevent Fraud:
Trackier's fraud detection capabilities helped safeguard iAvatarZ Digital's budget and ensure data accuracy.

Streamline Reporting:
Trackier's automated reporting saved time and reduced manual errors.

Specific Tools that Delivered Value:

Real-time Monitoring:
Trackier allowed iAvatarZ Digital to track conversions in real-time, providing insights into affiliate performance, click-through rates, and revenue generated.

Reporting & Optimization:
Trackier enabled iAvatarZ Digital to generate reports to analyze performance metrics and optimize their campaigns.

Driving Success with Trackier

Achieving a **3100%** Profit Surge and **27%** Fraud Reduction

Trackier's solutions played a pivotal role in helping iAvatarZ Digital achieve remarkable results, including:

2.20% Conversion Rate (CR)	**3-5%** ROAS	**10-20%** Client Retention Rate
	27% Fraud Blocked	**3100%** Profit Growth

These impressive metrics demonstrate the effectiveness of Trackier's platform in driving growth and profitability for iAvatarZ Digital.

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In Their Own Words

"Trackier has been a game-changer for our affiliate marketing efforts. Its sophisticated tracking and analytics tools have given us the power to fine-tune our strategies and make data-driven decisions. The fraud detection feature has been invaluable in safeguarding our budget and ensuring data accuracy. I highly recommend Trackier to any business looking to optimize their affiliate marketing campaigns."

-Harry Chaudhary,
Delivery Head at iAvatarZ Digital