TRACKIER®

Trackier helps Xapads
Soar with a 41% Increase in QoQ Gross Profit

Xapads

About Xapads

Launched in 2008, Xapads is a global Adtech platform offering 360° Digital Marketing solutions with their presence established across India, the US, Singapore, UAE, Indonesia, and Russia. They have also successfully executed campaigns across Europe, Australia, North America, South East Asia in addition to their base countries and regions.

Xapad brings in technology-driven advertising via its proprietary artificial intelligence and machine learning-driven award-winning programmatic engine, Xerxes. Their proprietary AI / ML-driven programmatic engine allows them to generate performance programmatically while maintaining high standards of brand safety and transparency. With direct access to more than 25k apps globally and direct integration with major OEMs, Xapads is able to reach over 600 mn unique users monthly.

Partnering with **Trackier Performance Marketing Platform** helps Xapads gain +41% QoQ gross profit

Advertising Challenges Faced By Xapads

When asked how Trackier has helped Xapads, this is what they had to say:
"Trackier has been a helping hand in the growth story of Xapads".

They act as a bridge between our Performance MMPs and Platforms and recategorize the datasets in a more meaningful manner that further helps our Programmatic AI to understand and optimize the campaigns as per the performance.

They have helped with various key integrations that further helped in understanding and recategorize the important data sets."
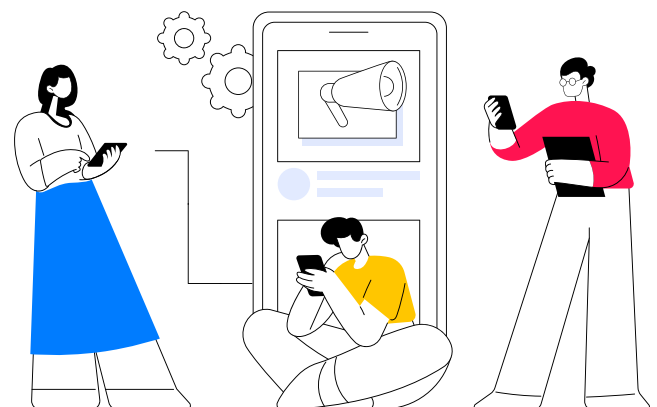
What **Trackier was able to achieve for Xapads**

53%
increase in
QoQ gross revenue

41%
increase in
QoQ gross profit

20%
increase in
profit

How Trackier Helped

"Trackier means business! We are proud to say that we have one of the best TAT in the industry. In turn helping Xapads with quick solutions and multiple integrations both on the Supply and Demand side. Trackier has acted as a helping hand to Xapads in growing their CPS business over the years with our market expertise and experience."

- Trackier comes with the best API access to their system, which makes integration with Demand and Programmatic supply hassle-free and quick.
- Trackier helped Xapads in City level discrepancy for one of the leading food delivery apps in India. We updated our plan and version of Digital Element to ensure that MMPcand their supply remain on the same page to avoid any loss due to a miss-match of Geo.

Witnessing Results: Xapads Speaks Out

Xapads & Trackier

"Xapads & Trackier started just two years ago but in such a short span your team has created such a great bond that we consider your team as part of our team. No matter how small or big the issue is, your team is always supportive. No matter how small or big the customization request is, your team always comes up with a solution. The only constant about our Industry is that it changes every day, and that brings new challenges with new days. You expect your tech stack to be ready for changes demanded in every day's operations, and here Trackier never fails to amaze. They have always chipped in every time we needed"

Rohit Arora,
VP - Mobile, Xapads Media