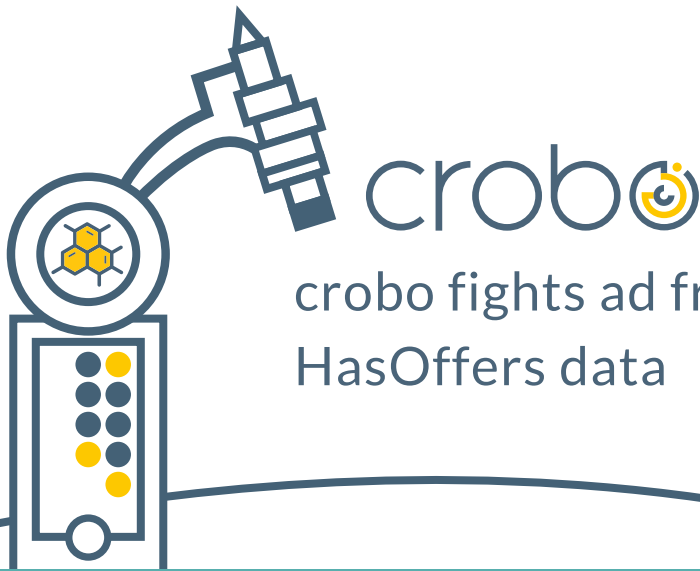


has offers



crobo fights ad fraud with HasOffers data



How crobo monitors more than 600K data points to ensure the highest quality traffic

### THE PROOF

**600k+** 

DATA POINTS MONITORED FOR FRAUD PROTECTION ON A WEEKLY BASIS

 **1k+**

OVER 1,000 CAMPAIGNS MANAGED SIMULTANEOUSLY ON A DAILY BASIS

**100+** 

INSTALLS GENERATED FROM OVER 100 COUNTRIES

### COMPANY BACKGROUND

crobo is a mobile marketing company that specializes in user acquisition and provides solutions for apps across different verticals within the digital space. With offices in Berlin and San Francisco and more than 70 employees, crobo is all about combining pioneering startup spirit with industry experience and latest technology to deliver high-quality users.

### CHALLENGE

In order to run user acquisition campaigns, crobo needed a robust tracking system. They sought one that could provide real-time data with a high-level of granularity, like device or geo targeting, in order to produce the most targeted campaigns.

## CHALLENGE (cont.)

crobo also wanted to proactively address advertising fraud, an issue they have long recognized as very serious since they became a part of the ad tech industry five years ago. In search for solutions, crobo wanted a partner that would provide them with reliable data, which could be processed through their internal tools, to identify and mitigate advertising fraud and to ensure the quality of their traffic.



"crobo is a data-driven company, and by working with TUNE, we have the possibility to analyze our activity on a very granular level. This is not only crucial to effectively optimize our campaigns, but also enabled us to develop our in-house fraud protection tools. Furthermore, TUNE's excellent customer service is invaluable. It helped us in the past to resolve urgent issues very quickly."

**Karsten Bubinger, VP Global Operations & Partnerships**

## SOLUTION

crobo evaluated several options to resolve these challenges, and decided to partner with HasOffers. They chose HasOffers because it's the market-leading and most dependable tracking system, which gives them access to all the data that powers their campaigns and strengthens their fraud protection and campaign optimization efforts.

Moreover, working off of HasOffers' API bundle and Firehose, crobo also built Crobo Intelligence System — their in-house interface that monitors campaign management and optimization, reporting, and partner management to drive the best results.

## CONCLUSION

Using HasOffers data, stats, and reports, crobo is able to pair their customers with the highest-quality users in over 100 countries. With unrestricted access to relevant and granular data through HasOffers, crobo was able to develop their in-house tools and can drill down to the sources of traffic, spot and identify fraudulent activity, and ensure they deliver quality traffic. crobo runs daily and weekly conversion reports to investigate fraud on over 1,000 campaigns, checking dozens of data points for every single conversion through their fraud tracking system.

"With mobile ad spending overtaking desktop spending in recent years, we put even more emphasis on mobile performance. We are focused on quality installs worldwide, and we deliver them with the help of HasOffers. The platform allows us to be very transparent in the rapidly-evolving digital ad ecosystem and that is one of our biggest advantages."



**Alexander-Wilhelm Oelfke, Chief Operating Officer**