

Mobile Ad Network Boosts Customer Retention by 75% with TUNE Automation



OF ADVERTISERS SAW A
DECREASE IN FRAUD



INCREASE IN CUSTOMER
RETENTION



HOURS SAVED PER
WEEK

Company Background

Mobupps is a mobile performance ad network and longtime TUNE customer. The company runs a mobile advertising platform connecting publishers and advertisers, where they help publishers monetize existing users and manage advertisers' user acquisition campaigns.

Goals

Mobupps first came to TUNE years ago because the TUNE platform meets two of the company's key requirements. The first requirement: an innovative system that connects advertisers to partners, and helps achieve the KPIs of both. The second: a technical infrastructure that delivers dependable stability and productivity-enhancing workflows. More recently, Mobupps added an integrated fraud-fighting solution to its list of requirements, as the entire industry has seen bad actors continue to think up new methods of fraud.

Solution

To start fighting fraud, Mobupps simply had to enable the [Proactive Fraud Prevention](#) setting in the TUNE Partner Marketing Platform. In addition to TUNE's other [fraud fighting](#) solutions, this setting automatically flags and optionally rejects clicks that

are marked as suspicious by the TUNE fraud database, which is powered by [Fraudlogix](#). (Examples of fraud rejected by this setting are bots, automated scripts, bad reputation IPs, and data center IPs.)

Along with its fraud prevention solutions, Mobupps also leverages TUNE's performance automation features, granular tagging settings, and powerful APIs. These tools allow Mobupps to provide the most advanced and accurate services possible.

Results

As Proactive Fraud Prevention is fully integrated with the TUNE platform, Mobupps started to see results immediately after turning it on. "It helps us to filter out traffic more precisely without pausing our partners completely at once," says Yaron Tomchin, CEO of Mobupps, "and without any time spent on this optimization from our team members." By using TUNE's fraud prevention tools, the Mobupps team helped 40% of their clients decrease fraud.

Yaron says that Mobupps also used TUNE's performance automation features to "perform better towards the clients' KPIs and reach maximum levels of efficiency." Specifically, the Mobupps team set up personalized automation rules based on each client's goals and expectations. Then, they applied these rules to the network or campaign level to achieve goals such as low click spam levels and high conversion rates. This earned Mobupps a 75% increase in customer retention levels.

Finally, the Mobupps team was able to leverage TUNE's powerful APIs to build an additional layer in its platform to aid in optimization. This proprietary technology combines data from multiple angles, accounting for all available data points to make "real-time decisions on KPI and fraud optimization," says Yaron. These solutions have helped Mobupps account managers save at least 2 hours of ad ops work per day, or more than 14 hours of manual tasks each week.

With TUNE's smart tagging tools, Proactive Fraud Prevention suite, and the use of advanced API Firehose connectivity, paired with Mobupps' tech platform across our ad networks of partners and clients, we were able to prove our central three values: real innovation, real ROI, and real transparency. ”

- YARON TOMCHIN, CEO

