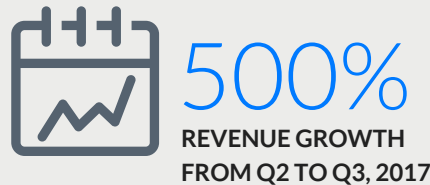
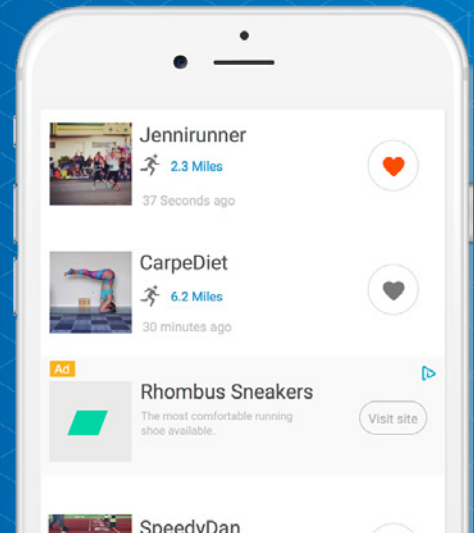




Globale Media registers 30% increase in in-app purchases for marketers and a 500% revenue increase by automating campaign optimization



COMPANY BACKGROUND

Based in Singapore with offices in India, Globale Media's mission is to provide app marketers with the technology and tools to get more results from their campaigns, while investing fewer resources. Globale Media specializes in digital marketing in a wide array of app verticals, including e-commerce, lifestyle, utility, social, role-playing games, and more. Their team has a high knowledge of marketer and app developer goals, and works with them to deliver the best return on investment through interest-, age-, and user-based targeting with access to direct publishers.

CHALLENGES

Only six months into launching the business, cofounder Bhavesh Talreja found himself facing an issue. While rapid growth is a good problem to have, they were expending too much manpower to set up and verify campaigns manually, and struggled to keep up with traffic quality analytics on the 500+ campaigns they had running. The impact of manual setup and analysis meant that more than 80 man hours per month were spent trying to control click cost, analyze traffic quality, and detect and prevent fraud. Their supply partners had a difficult time scaling with the manual campaign setup as well. They saw their profits taking a hit; non-converting campaigns led to a higher click cost, eating into 70% of gross profits.

SOLUTION

Bhavesh evaluated HasOffers alongside four other tracking platforms, with the objective of choosing one that automated their performance marketing and user acquisition for the app marketers they worked with. They needed to make sure the platform would have the ability to automatically set up campaigns via API that would otherwise have been set up manually.

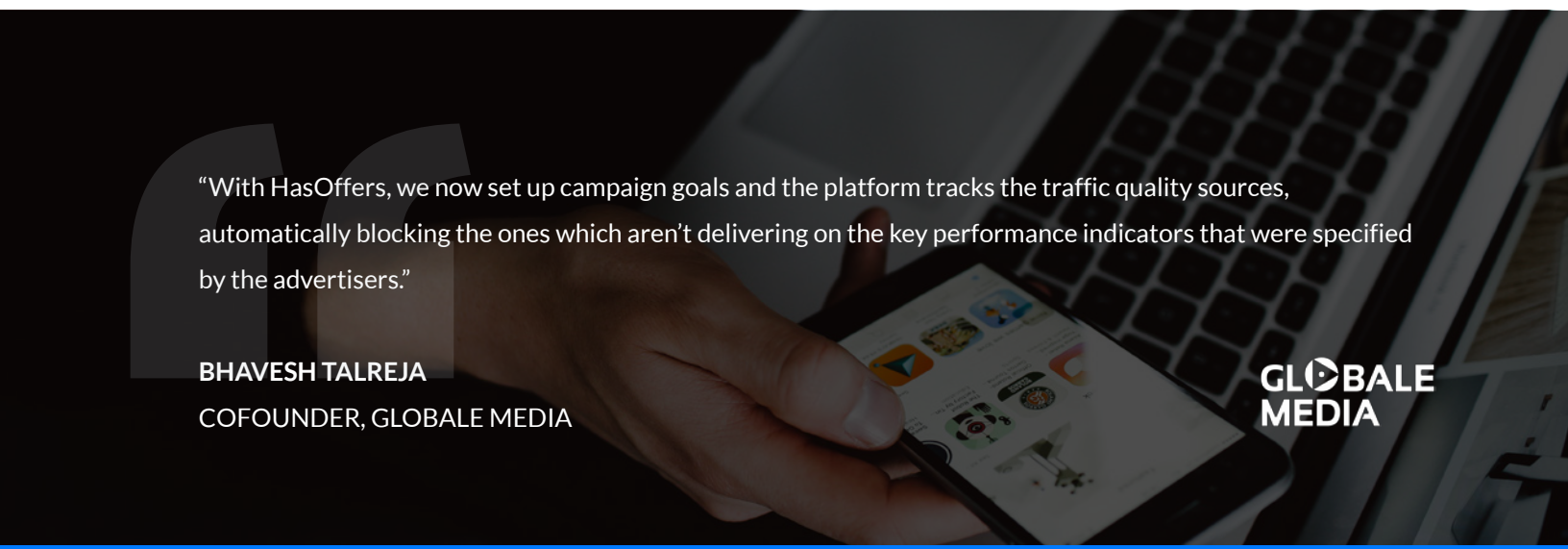
Ultimately, the tech support, API capabilities, and intuitive user interface were what set HasOffers apart from the competition for Globale Media.

RESULTS

The biggest impact Bhavesh and his team saw was the automation of tasks, freeing up bandwidth to focus on the tasks that make them more agile and differentiate them in the market. They now have automated campaign creation, optimization, fraud detection, and the ability to scale campaigns from quality sources. Their mindful efforts to fight click injection and click precaching fraud have saved their advertisers time and money.

These processes have resulted in:

- 90% decrease in the fraud flags raised by advertisers
- In-app purchases have increased 30%
- For gaming apps, tutorial completion rates have improved by 50%
- Revenue is up 500% from Q2 to Q3, 2017



“With HasOffers, we now set up campaign goals and the platform tracks the traffic quality sources, automatically blocking the ones which aren’t delivering on the key performance indicators that were specified by the advertisers.”

BHAVESH TALREJA
COFOUNDER, GLOBALE MEDIA

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