OLX + TUNE

How classified marketplace OLX reduced fraud and improved user quality with the TUNE Marketing Console

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THE PROOF

20%
DECREASE IN AFFILIATE MARKETING COSTS

2X
DOUBLED ORGANIC INSTALLS

25%
REDUCTION IN THE COST OF ACQUIRING A NEW USER

COMPANY BACKGROUND

OLX is India's largest online classified marketplace with more than 200 million monthly active users. Registered users can sell almost anything on OLX; from furniture to fashion, books to baby products. Based on the concept that buying and selling are easy when markets are nearby, OLX developed an app that shows registered users the items that are up for sale near their current location.

CHALLENGES

OLX lacked visibility into app traffic data, leaving the company unable to spot advertising fraud. This left OLX vulnerable not only to low conversion rates, but also to cannibalisation of organic traffic by fraudulent activity in certain channels. The company was also unable to control attribution windows and methods for their campaigns.

Typically, OLX expects 15-20% of users acquired through paid acquisition to convert to listings by becoming active sellers (i.e. making a successful post on OLX). However, far less than 15% of those users were converting. This raised

questions over the authenticity of acquired users and was an indicator that specific channels were delivering fraudulent, low-quality installs, resulting in higher-than-normal listing costs. As OLX determines user acquisition success in terms of cost per first listing, it was critical to mitigate fraud and bring cost per listing back in line.

Although OLX had worked with other attribution and data collection platforms, none of the company's efforts had resulted in the complete data overview and granularity they needed. After spending dozens of hours doing manual reporting and pulling data from multiple sources, they realized there had to be a better way to get the information and insight they were lacking.

SOLUTION

OLX approached TUNE for help to fight app install fraud and to get more authentic sellers on the platform. With the comprehensive reports and tools in Attribution Analytics, a product of the TUNE Marketing Console, OLX finally had the data necessary to achieve their goals. Using this granular data, OLX was able to analyse paid campaigns in real time and evaluate the quality of users acquired from each channel. They were also able to monitor "click to install" time for each partner, sub-publisher, and campaign type, allowing them to detect anomalies and suspicious activity. App installs could be validated based on various checks, and rejected install rates could be monitored in real time. In addition, cohort reports allowed OLX to check event retention, providing valuable insight into user behavior. Finally, fetching and sharing all of this data become easy, as with TUNE they had the ability to export, schedule, and use relevant APIs.

RESULTS

OLX is now able to detect and manage fraudulent installs with the help of data and tools in the TUNE Marketing Console. As proof, they have cut affiliate marketing costs by 20% and re-allocated that saved budget toward more efficient channels. A key KPI for success, cost per listing decreased by 25%. Finally, organic installs have doubled since switching to the unique attribution methods available via the TUNE Marketing Console.

"Being an app-first company, we needed an attribution platform that gives us granular level data and flexibility to change attribution models. The TUNE Marketing Console did just that!"

SHREYANSH MODI, HEAD OF PERFORMANCE MARKETING