Reddito Media's Success Story:
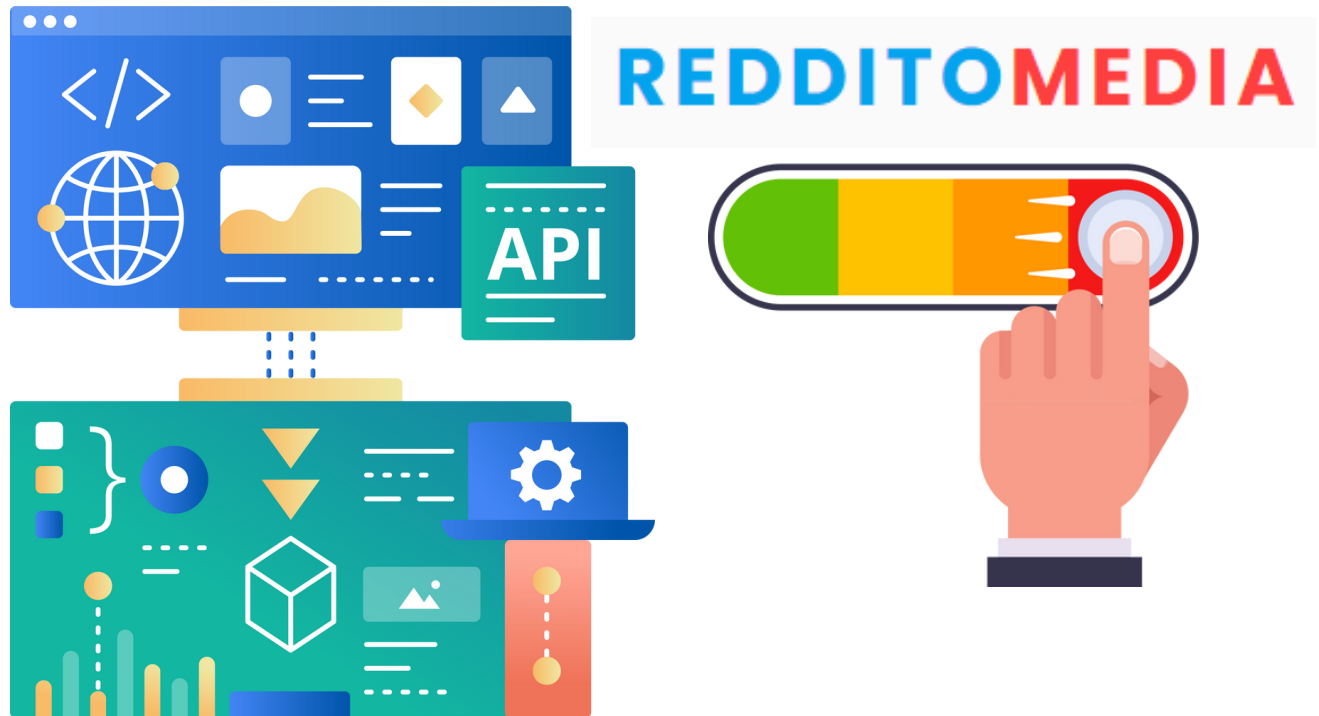
Maximizing Efficiency and Insights with Trakaff's API Automation and Smart Tools.

REDDITOMEDIA

REDDITOMEDIA

Reddito Media helps with marketing and communications opportunities to better engage with customers. Reddito Media works to bring clarity to most complex b2b & b2c marketing and communications challenges.

The Reddito Media involved and empowered team will work tirelessly until your results have been gained. Reddito Media works with clients one on one ensuring your every need is met in a timely fashion.

Challenges

In their quest to effectively oversee user acquisition campaigns, the Reddito Media team embarked on a comprehensive search for a platform that not only delivered adaptable solutions spanning various verticals but also boasted advanced features.

Their search entailed an exhaustive assessment of existing solutions, where criteria like the campaign management interface, reporting capabilities, tracking functionality, automation, billing systems, and more were scrutinised. And the capability to establish API connections with an array of third-party data analytics tools.

Solution

Reddito Media selected Trakaff's platform because it provided a suite of tools that perfectly aligned with their high expectations. The team heavily relied on Trakaff's versatile APIs, granting access to a wide array of endpoints, ensuring seamless integration with various third-party tools.

The company implemented an intricate traffic management automation system, enabling them to directly link a dedicated analytics tool with the Trakaff platform via APIs.

Trakaff's Smart tools played a vital role in comprehensively meeting the company's requirements.

This enhancement led to improved tracking of incoming impressions, clicks, and conversions, providing invaluable insights for refining targeting strategies and optimising traffic from their in-house media-buying and media partners.

The automated Click and CR functions streamlined the handling of incoming partner traffic for Reddito Media.

The Trakaff's Real time reporting provided rapid detection of unusual traffic patterns, delivering exceptional transparency.These resources not only simplified workflow but also enabled the company to swiftly address shifts in traffic quality.

Outcome

Reddito Media's remarkable journey to success can be attributed to the unwavering reliability of Trakaff and the company's continuous innovation in providing essential tools. The introduction of game-changing functionalities, including CR Optimisation and advanced Fraud Detection tool, coupled with unceasing support from Trakaff's dedicated customer success and support teams, translated into a staggering 350% revenue increase within just two years.

A.P.I.

S2S Postback

CR_OTM

Outcome

Automation, facilitated by API integration and S2S postback, along with time-saving Automated Reporting, empowered Reddito Media to exponentially expand its offer portfolio. In these fruitful years, Reddito Media scaled its Traffic Volume by a remarkable 5x.

This transformative optimization of core processes enabled Reddito Media's rapid, sustainable growth - a testament to how a seasoned team can achieve ambitious milestones by harnessing the full potential of the Trakaff platform.

350% | Revenue increase within just two years

Scaled its Traffic Volume | **5X**

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www.trakaff.com

live:kuldeep307373

+91 8800 450 987

contact@trakaff.com