

HOW AN ADVERTISING AGENCY BOOSTED GROWTH BY ADOPTING FRAUD DETECTION SOFTWARE

Learn how Cookies Digital, one of Europe's fastest growing companies, uses Opticks antifraud solutions to halt fraudulent ad spend and achieves a staggering annual ROI of 1,200%

ABOUT THE CLIENT

Cookies Digital is a leading advertising agency based in Rome (Italy) specialized in **mobile performance advertising**. Cookies promotes both their in-house products as well as an exclusive portfolio of external **mobile content (MVAS)**. The company's expertise is in mobile entertainment in video form, mobile gaming and real-time news in the MENA, African and western European markets. Cookies Digital manages premium mobile entertainment offers.

Founded in 2013, Cookies Factory owns spot **233 out of a 1000 of Europe's Fastest Growing Companies in 2020** according to the Financial Times. The agency experienced an absolute growth rate of 680.6% and a staggering compound annual growth rate of 98.4%.

Key highlights

- One of the fastest growing companies in Europe in 2020
- Operations in MENA, western Europe and Africa
- Exclusive MVAS portfolio active in the mobile entertainment, gaming and real-time news verticals

INDUSTRY ZOOM

The mobile content industry, also called MVAS, provides entertainment offers for end consumers to enjoy on their phones. These products range from games and news, to over-the-top streaming services. Fraud is prevalent in the MVAS industry in the form of fraudulent subscriptions, typically caused by bots and illicit advertisement, which quickly eats away marketing budgets.

This threat requires all players involved (such as operators, aggregators and content providers) to align in their fight against fraud.

CONTEXT AND OBJECTIVES

Before using Opticks, Cookies relied on Cake multi-channel tracking software. However, the available fraud protection wasn't enough to keep them, or their clients, completely safe from mobile ad fraud.



Valentina Tranquilli
COO & Partner at Cookies Digital

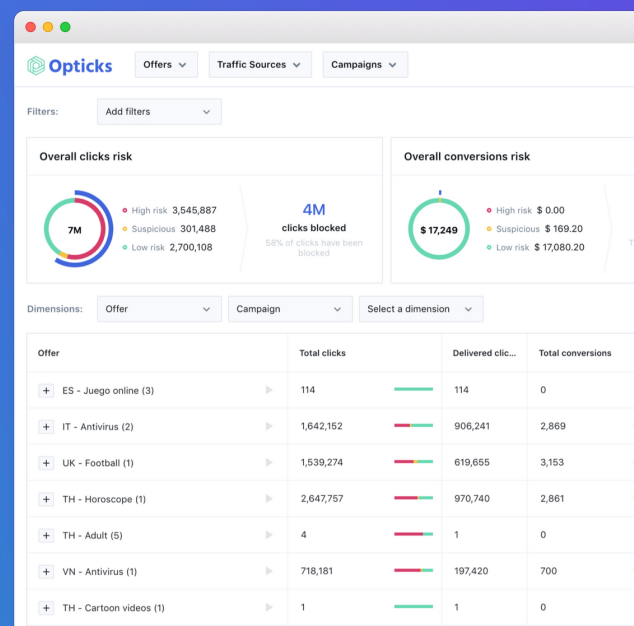
"Before adopting Opticks we were completely blind regarding fraud metrics. We didn't know the percentage of invalid traffic on our campaigns nor did we know the type of fraudulent traffic we were receiving. It was impossible to know if the CPA we were paying our sources was fair, as we had no granular visibility of traffic quality".

This lack of visibility forced the marketing team at Cookies to spend an increasing amount of time checking the cost of campaigns relying only on client feedback as an indicator of quality. Cookies was unable to calculate fair and accurate CPA payouts for many of its publishers and partners. By the time fraud was discovered, it would be too late for Cookies to adjust payouts, as publishers had already been compensated. This resulted in expensive and ineffective reaction-based campaign optimization.

Hence, Cookies sought to contract a leading antifraud solution to proactively block fraud in their traffic.

WHY OPTICKS

Cookies tested Opticks' Beta version in 2018, choosing server to server implementation, which only took an hour to set-up and test. Opticks' dedicated support team was very reliable during the proof of concept period and provided ongoing support throughout the implementation phase. Additionally the marketing team at Cookies benefited from technical training and advisory regarding fraud markers. Cookies Digital was convinced of Opticks' value and rapidly signed a permanent contract.



THE SOLUTION

Opticks scope of services included:

- Antifraud solutions
- Technical training of the marketing team
- Antifraud metrics advisory

Cookies Digital not only uses Opticks as **mobile advertising fraud detection software** but also as a **tracking platform** for scanning the traffic of their numerous mobile advertisement campaigns.

According to Luigi Mastrodicasa, Media Buying and Affiliate Manager at Cookies, Opticks is a key solution to make sure he is not only sending the best quality traffic to clients but also to adhere rigorously to their brand standards.

Luigi's favorite features are the customizable fraud settings he can apply to different campaigns according to his client's brand specifications, traffic source quality and geographical risks.

A couple of examples of how the Cookies marketing team uses Opticks are:

1

Different products in Western Europe explicitly prohibit ad campaigns containing redirects or incentivized traffic. Cookies rightly prioritizes obeying the partner's traffic guidelines and making sure they are compliant with brand protocol, therefore customizing the fraud filters of those particular campaigns to block redirects and incent traffic.

2

Due to legal regulations and religious reasons, MENA countries are very sensitive to adult advertisement. Despite strict efforts in defining advertisement guidelines, certain malicious publishers still use adult ads to generate more traffic, and hence higher payouts. Thanks to Opticks, Luigi can now proactively set even stricter anti-fraud filters to his MENA campaigns and block unwanted adult traffic that could compromise the client's brand safety, expose them to legal fines and hence deter overall business.

RESULTS

The underlying added value of Opticks emerges as Cookies Digital approaches potential partners, who are more likely to trust their services due to their inherent capability to adhere to brand guidelines and offer higher traffic quality because of superior monitoring standards. Additionally, existing client accounts grow because the company is systematically able to adhere to brand guidelines and fulfill its higher traffic quality promise.



Trust

increased among
business partners



Revenues

increased with new and
current clients



Visualization

of fraud helped predictability
and improved CPAs

According to Valentina Tranquilli: "Opticks is very complete in terms of features. Because it's highly customizable, we can adjust fraud markers for each campaign and decide which types of traffic to flag or block. We are in full control of our risk at all times. Opticks is the ideal solution for an online advertisement agency because of its granularity. Thanks to Opticks we can optimize our media buying and affiliation costs with full visibility and confidence".

Regarding the return on investment since implementing Opticks, Cookies experienced a 1,998% ROI in the first month and registered a staggering annual ROI of 1,266%.

MONTHLY ROI IN ADOPTING OPTICKS





Opticks provides leading brands, agencies and networks with unmatched antifraud solutions. Ever-evolving machine learning and proprietary fingerprinting technology monitors your sources and helps you take decisions regarding suspicious traffic before it reaches your products.

Our relentless mission is to deliver reliable and innovative software to beat digital fraud.

For more information on our solutions or to book a demo, contact sales@optickssecurity.com

www.optickssecurity.com