



HARVEST

Trackier enables a significant increase in the Gross
Conversions of Harvest Media
& MoM Revenue

350%↑

Gross Conversions

108.4%↑

MoM Revenue

About The Client



Harvest Media is a leading market intelligence platform that leverages crowdsourced consumer feedback and machine learning processes to uncover actionable, real-time insights for businesses.

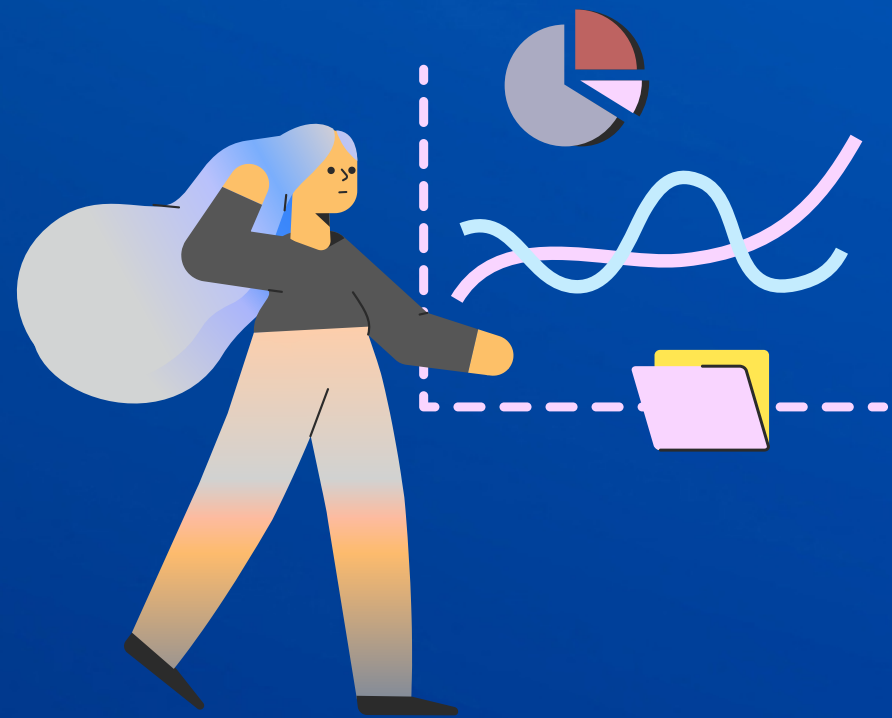
Harvest Media provides the highest quality service when it comes to mobile user acquisition. They provide the highest quality and transparent traffic from reliable sources + directly integrated in-app sources.

They are known for their efficiency in detecting and fighting fraud before it ever reaches their clients. Their incredible team provides services for impression tracking, video ads, and native ads.

Grown tired of mobile fraud, poor quality of offered services, and lack of effective technology on the market, their team of industry experts is out to revolutionize the mobile performance marketing industry for good.

With lots of automated anti-fraud filters, daily optimizations, full control, and transparency of their traffic there is very little margin for error.

The Business Challenge



The challenges that Harvest Media was facing:

- They were facing targeting issues, specifically country-specific targeting and payout rule targeting where they needed to pay the publishers for only specific countries or cities. Device ID targeting was another challenge they needed help with.
- API support to export our data into various BI tools and provide analytical solutions to their clients.
- No robust payout management system meaning no features w.r.t goals and default conversions.

How Trackier Helped



TRACKIER®

01

Our advanced targeting implementation allowed for new rules and bulk uploading functionalities which helped Harvest Media to work faster and more efficiently. Moreover, they can now upload and work in bulk device IDs that need to be blocked or allowed for publishers.

02

API end-points were created to fetch each and every point of the data set from Trackier.

03

Their payout management system was updated with probabilistic tracking settings so they could record conversions without click IDs. New settings were defined in the system to record conversions through Clicks and Impressions both in the same campaign.

What Trackier was able to achieve for Harvest Media

Increased
Conversion Rate



350% Increase in
Gross Conversions



What Trackier was able to achieve for Harvest Media

Increased Gross
Revenue of **71.69 %**
every Month



Increased Gross
profit of **108.4%**
every Month





“Trackier has helped us track all our campaigns a lot more efficiently and at a lower cost when compared to other tracking platforms we have used, helping us reach our yearly targets. Their customer support and assistance in special requests are always prompt and effective.”

– Dimitris Chadiarakos,
Associate Account Director EU

Contact Us

Because, we're here to help

Tell us what you are looking to achieve and we will try our best to help you attain it. Contact us today or visit our website and sign up to get a free trial



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