Anura | QuinStreet

QuinStreet Implements Anura to Block Fraudulent Traffic, Boosting Client Confidence

PRIMARY USE

- Identification of fraudulent traffic

DASHBOARD USE

- Analysis of data via traffic source and sub-source
- Drill down and deep dive traffic sources
- Lightning fast load times

PRODUCT LINE IMPLEMENTATION

- Anura Script™ and Anura Direct™

QuinStreet is one of the largest internet performance marketplace product and technology companies in the world. It helps consumers find solutions and brands that meet their needs while allowing brands to target and reach prospects through pay-for-performance models. QuinStreet does this by relying on its large databases and optimization algorithms built from nearly 20 years of online media experience. Through one of the nation's largest media networks, QuinStreet is able to foster mutually beneficial relationships between consumers and brands.

> "Aided by Anura solutions, QuinStreet was able to apply existing brand spend more productively; conversions increased 20-25 percent with no change in budget allocation. This led to further increases in QuinStreet's branded wallet share."
>
> — Marty Collins, SVP of Corporate Development, Legal, and Compliance, QuinStreet

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As a pioneer in performance marketing, QuinStreet's industry-leading segmentation and artificial intelligence driven matching technology platform allows marketing clients to target and reach "research and compare" customer prospects with segment-by-segment accuracy.

QuinStreet's reliance on data and technology to facilitate an accurate match means there is a great deal of emphasis on performance and metrics. This is echoed in the company's firm belief in:

- The direct measurability of digital media
- Performance marketing
- The advantages of technology

As with any organization that focuses on matching consumers and brands, QuinStreet is susceptible to fraud.

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QUINSTREET'S CHALLENGE: STOPPING FRAUDULENT TRAFFIC

Fraudulent traffic in the QuinStreet media network posed a problem for both the brands the company represents and the consumers it matches those brands with.

Before partnering with Anura, QuinStreet relied on an internal, homegrown solution to detect suspicious traffic. However, it soon realized that this was not enough. QuinStreet's clients deserved a best-of-breed solution that focused specifically on detecting and stopping fraudulent traffic.

QuinStreet's search for a new solution included several requirements. Among them was the ability to both identify 100 percent of the suspicious traffic that was making its way into QuinStreet's media network and eliminate the potential for false positives that would hurt publishers.

Being so focused on metrics as part of its company culture, QuinStreet knows just how much poor-quality traffic can hurt its customers and partners and how much their metrics suffer when bad data enters the pool. QuinStreet was also able to leverage its data to put a dollar amount on the time and resources that the company spent looking for suspicious traffic.

As a result of its search for the right solution, QuinStreet selected Anura.

"Before Anura, our clients were seeing a material volume of suspicious traffic," explained Marty Collins, senior vice president of corporate development at QuinStreet. "We often credited a good percentage of their spend on this traffic back to them. This resulted in a direct hit on margin dollars since we were still paying publishers for bad traffic."

ANURA'S SOLUTION: REAL-TIME DECISION-MAKING WITH ANURA IMPLEMENTATION

Immediately after implementing Anura's solution, QuinStreet noticed positive results. Anura's ability to detect suspicious traffic in real time gave QuinStreet the ability to take immediate action on fraudulent traffic. Not only did this help QuinStreet spot fraudulent activity before it made its way into the network and did damage, but it also reduced the amount of time the company had to spend analyzing suspicious traffic.

With Anura's ability to flag and stop fraudulent traffic based on hundreds of data points, QuinStreet has noticed a decrease in the number of issues brought forward by its clients and partners. Conversely, there has been an overall improvement in client confidence, and many clients have noted a positive impact on their ROI with QuinStreet.

For QuinStreet, the integration process with Anura was seamless.

"The Anura team provided clear documentation, was quick to respond, and ready to help," said Collins. "They also quickly implemented our suggested enhancement for their integration. Anura's customer service and willingness to listen to (and accommodate) the client is top notch. I would definitely recommend Anura to brands that are looking for an ad fraud solution."

Helping with the real-time decision making that is so important to QuinStreet is the data available on the Anura dashboard. Clients can quickly, and easily, check the quality of a publisher before they form a partnership. This has allowed brands to match up with not only publishers in the right segment, but also ones that provide them with the high-quality traffic that they have come to expect from QuinStreet.

ABOUT QUINSTREET

QuinStreet is an industry leader with almost 20 years of experience in performance marketing technologies and services. QuinStreet's industry-leading segmentation and matching technology platform allows marketing clients to target and reach "research and compare" customer prospects, segment by segment.

Get ready to stop ad fraud.

Do you want to put a stop to ad fraud and improve your marketing metrics like QuinStreet?

TALK TO AN EXPERT