Anura | **Digital Media Solutions®**

CASE STUDY

Digital Media Solutions **Growing** their Company Due to Accurate Ad Fraud Detection

PRIMARY USE

- Identification of fraudulent traffic across affiliate networks

DASHBOARD USE

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

PRODUCT LINE IMPLEMENTATION

- Anura Script™

Digital Media Solutions, LLC is the fastest growing independent performance marketing company.

Founded by a team of lifelong athletes, Digital Media Solutions helps their clients accelerate growth by deploying diversified and data-driven customer acquisition solutions that deliver scalable, sustainable, and measurable marketing results.

Their precision performance marketing solutions connect the right offers at the right time to achieve client marketing objectives. Digital Media Solutions is continually innovating to provide new and emerging media and technology solutions that minimize waste and maximize results across the most competitive industries.

Best Rate Referrals is a subsidiary of Digital Media Solutions. An award-winning consumer finance firm, Best Rate Referrals has over 15 years of experience as an industry leader in generating high-quality leads and driving inbound calls to lenders.

ABOUT BEST RATE REFERRALS

Best Rate Referrals is the consumer finance division of Digital Media Solutions, LLC, an industry leader in the world of customer acquisition and retention that helps clients maximize their digital marketing to beat the competition and accelerate growth. Best Rate Referrals is an award-winning consumer finance marketing firm that generates high-quality leads and drives inbound calls to lenders. Best Rate Referrals has a long history of connecting high-intent consumers with a diverse network of lenders for a variety of financing products.

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DIGITAL MEDIA SOLUTIONS' CHALLENGE: INCREASING FRAUD DETECTION

Specializing in consumer finance, mortgage, and personal loans, Best Rate Referrals has a wide mix of traffic coming from multiple channels, one of which being their affiliate network. Their challenge was increasing their fraudulent traffic protection.

"We previously used other third-party fraud detection software but knew there was room for improvement. We are always looking for ways to increase the value of leads for our buyers," explained Joe D'Aloia, Director of Campaign Operations at Digital Media Solutions.

Since implementing Anura, Best Rate Referrals has greatly improved the quality of traffic within their affiliate network. This has resulted in clients increasing their spend. Anura is not only helping mitigate ad fraud, it's helping boost Digital Media Solutions' ROI and grow their company.

Also fueling that growth: real answers. By digging down into Anura's Dashboard, they were able to see fraudulent data being detected at the click-level, enabling them to take action to stop that click from turning into a lead and making it to a buyer.

> "Anura's Dashboard is an incredible tool that is both user-friendly and enables you to get super granular. From geo to affiliate ID to network, there are a million ways to slice and dice the data. And the best part: you will find the answer to your pain point without spinning your wheels."
>
> — Joe D'Aloia, Director of Campaign Operations, DigitalMedia Solutions

"There's no more second guessing why click-level traffic is being flagged as bad. Anura detects bad traffic and gives you a clear reason why the traffic is bad. This enables us to block the clicks, making sure that fraudulent data is never sold to our buyers."

ANURA'S SOLUTION: REAL-TIME DECISIONS WITH ANURA SCRIPT IMPLEMENTATION

"With previous third-party vendors, we had less information to work with. We blocked the traffic source but weren't able to give much info to our clients other than the traffic wasn't working," said D'Aloia.

Using Anura's Dashboard, they were able to search by affiliate ID, then break that down to the campaign level, and from there look at the affiliate subID.

"We were able to get super granular with it and give that data back to the affiliates. For example, we can pinpoint that a particular subID is the problem and then the affiliates can fix it," explained D'Aloia.

By using Anura, Digital Media Solutions stopped a little over 80% of traffic from a specific traffic provider, blocking the fraudulent data at the click level. This prevented any invalid leads from making it to their buyers.

This traffic provider was able to use the data insights provided by Anura to then turn off the fraudulent sub sources. And it's the reason why that traffic provider is still working with DMS.

Integration for DMS was smooth since Anura was already working with CAKE. "It was just a matter of connecting CAKE to Anura, and from there we were rolling. And customer service has been extremely helpful with any questions we have," said D'Aloia.

"I would 100% recommend Anura to other brands that are looking for an ad fraud solution. I was so excited when Zach South told me it's detecting bad traffic at the click level. For us, the ability to stop traffic at the click level, preventing it from entering our system and reaching the client, is priceless. We couldn't buy that peace of mind until Anura."

> "Anura doesn't just mitigate ad fraud, it grows your company. Since making the switch to Anura, our clients have seen great improvement in the quality of traffic and increased their spend with us. Anura is boosting our ROI along with helping our company to grow."
>
> — Joe D'Aloia, Director of Campaign Operations, Digital Media Solutions