



LeadThink Increases Deep Analytics Reporting With Use of Anura

LeadThink is a one stop solution for businesses with a proven product or service that requires marketing professionals and financial help to scale a customer base and sales. Through their performance-based advertising campaigns, LeadThink uses the latest available web and mobile technology to reach millions of people through channels such as social, search, display, email, and more.

- Uses **Sessions, Sources, and Campaign Data** to identify what publishers to address first.
- Upon integration with Anura, actionable data was available immediately, unlike with LeadThink's past vendors, thus improving the ROI of their campaigns instantly.
- To validate accuracy, LeadThink took all leads from sources deemed 'bad' through Anura and did an independent analysis of each. They **confirmed 100%** of these 'bad' leads were indeed bad, proving the accuracy of Anura.

Ad Fraud Platform Research and Procurement Process

LeadThink has been using other analytics companies to meet the diverse reporting of ad fraud identification needs around their performance-based campaigns.

- **Organizational Enablement:** LeadThink manages many publisher relationships across several verticals and needed a system that reported granular details. A simple tag integration on their backend gave them access to deep user validation of traffic in real-time.
- **Actionable On-Page Insight:** LeadThink works closely with their publishers and advertisers to ensure quality and scale. The intuitive analytics dashboard from Anura allows LeadThink to quickly identify potential unsavory sources and decide how to handle them.
- **Reporting Automation:** LeadThink did not have access to a detail-rich dashboard around fraud. Anura was the first platform robust enough to help them learn about their traffic quality in granular detail with pivotable reporting that also supported ad hoc reports for deeper analysis.



LeadThink Selects Anura for Robust Analytics Platform

After a thorough research and trial process, LeadThink chose Anura because it met all of their criteria and because Anura provides dedicated Customer Success Representation to help them in understanding their analytics.

After using Anura for several months they found:

- **Organizational Ad Fraud Insight Increased Dramatically:** LeadThink tailored the analytics data to match the individual needs of the relationships they managed.

LeadThink Request Views Through Anura



"I've used other analytics companies to review my traffic quality but nothing compares to the deep insight Anura provides. I've now transitioned to using only Anura and leverage its analytics to improve the ROI of my campaigns."

- Ophir Laizerovich, President and Co-Founder of LeadThink