



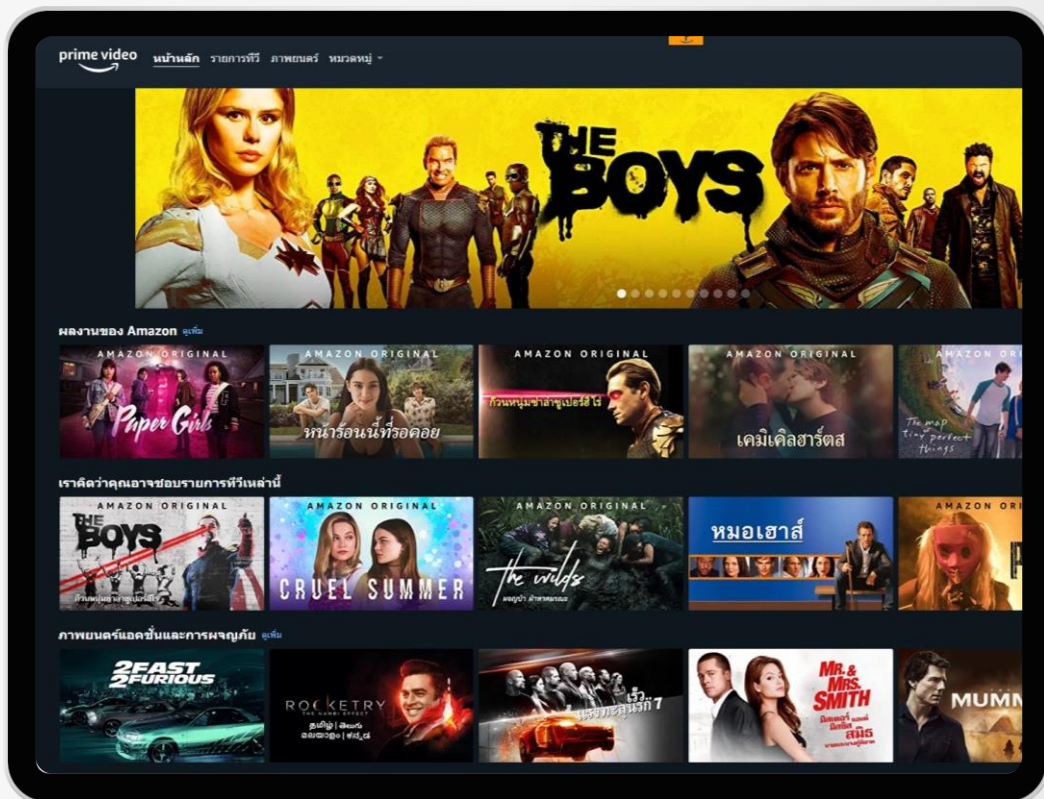
**95%** Valid Rate  
Post Fraud  
Rules

**Campaign Objective**

To drive high number of high quality installs with good ROI

**Challenge**

The client was very concerned about fraudulent installs & subscriptions due to which they wanted us to keep it below 20%



**Our Approach**

We did huge AB testing in this campaign through our various inventories initially to find the right fit and then scale those towards ROI. Ultimately we were able to deliver the campaign with below 95% valid rate.

**Campaign Objective**

**84,079**  
Install



**0.87%**  
CR

**About Axponent**

Axponent is a digital marketing company helping brands to acquire real users and boost their performance by offering it's wide range of services.