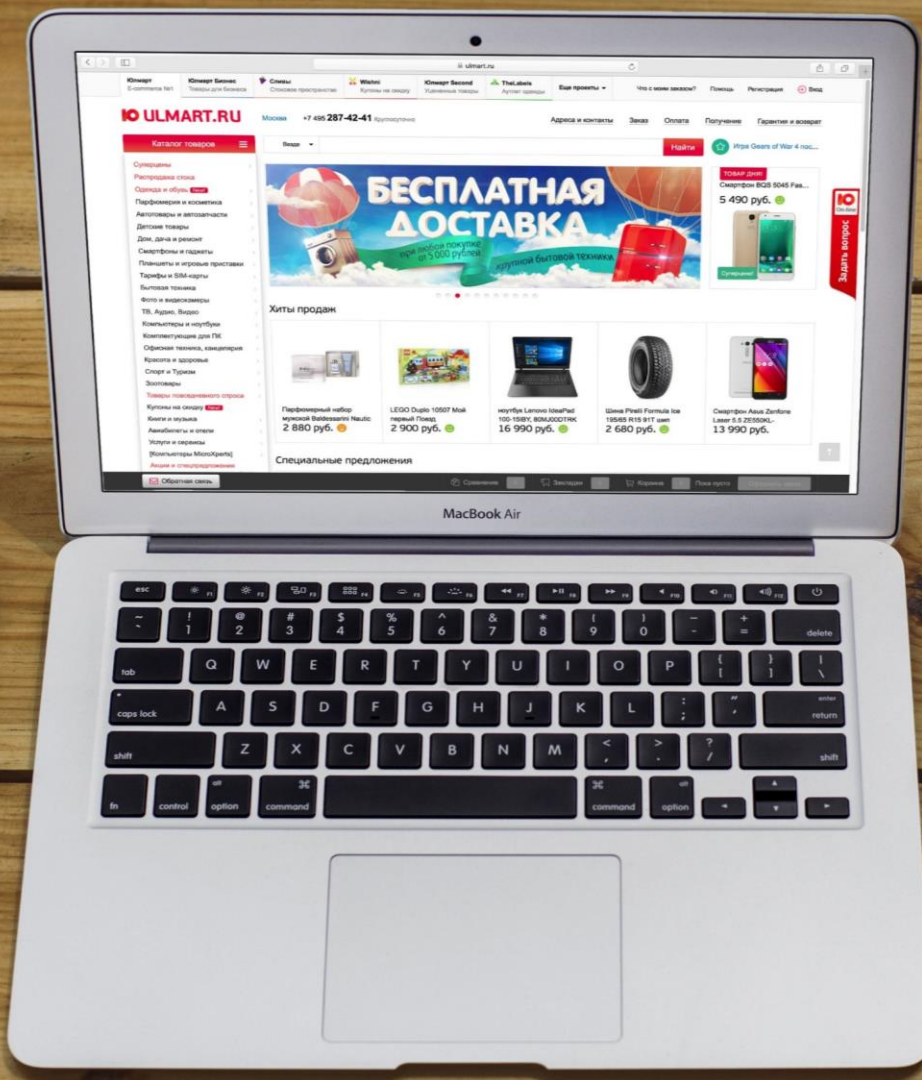


# ULMART CASE STUDY

Affiliate fraud monitoring





Ulmart is the largest online Retailer in Russia, the leader of the ranking «E-Commerce Index TOP-100» with online sales turnover of 615 Million dollars by the end of 2015.



Ulmart.ru today is a multi-brand Market place covering all the Russian territory:

- **20 million monthly visitors**
- **30 000 daily orders**
- **12 million items of goods and services**
- distribution network with more than 400 stores in 240 cities across the country

To promote their products and services Ulmart relies on online-marketing. The company constantly watches to optimize performances with new technologies. For this reason, in July 2016 Ulmart decided to work with the innovative solution TrackAd.

# The Challenge

The main issues at the TrackAd integration time were:

➤ To analyze orders and identify types of fraud for the two current affiliate platforms

➤ To launch new CPA networks and increase the total number of orders from the affiliate channel

➤ To adjust and optimize all CPA networks performance on a common policy

# The Solution

Within just one week, TrackAd team has launched 5 additional CPA networks. With TrackAd's tag container, the pixel has been configured correctly to monitor all Ulmart traffic and orders.

To work with affiliate partners, Ulmart choose **Last paid click** orders deduplication model. TrackAd built conversion paths of all Ulmart orders, then checked all the CPA networks for their presence and exact position in the conversion path. The purpose of this audit was to identify three common problems with orders in affiliate reports:

- Orders, which have affiliate platforms in the conversion path, but they were not last paid source based on Last Paid Click deduplication model
- Orders without affiliate platforms in the conversion path, that are belonging to other traffic sources
- Duplicated orders which were in more than one affiliate platform report at the same time

The audit detected **more than 10 000 orders with 3 types of fraud and more than 4 500 orders with wrong deduplication:**

- more than **7 000 orders** with **Cookie dropping**
- more than **1 900 orders** with **Toolbar**
- more than **1 600 orders** with **the brand SEM**
- more than **4 500 orders** with **Wrong deduplication**

# The Results



Thanks to the experience of **TrackAd experts and advanced features of the tool**, Ulmart was able to achieve significant results during the first months of work with TrackAd.

*"Cooperation with TrackAd is a very positive experience for us.*

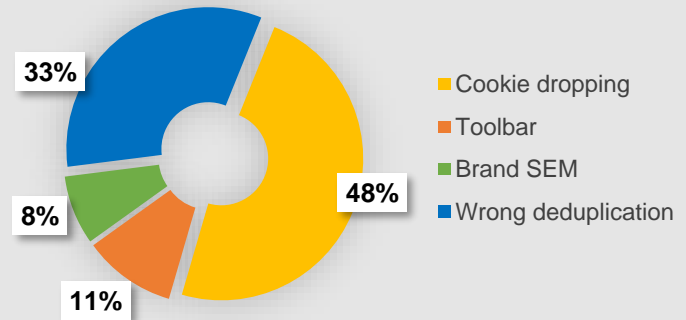
*Due to TrackAd specialists constant support, all stages, beginning from the integration and customization of interaction, finishing with the CPA networks launching (5 CPA networks for the week) and reports building in the right format for us, passed in an easy and fast way.*

*All the working process is always accompanied by the TrackAd team expert assessments and recommendations."*



**Mikhail Solodovnikov**  
Head of on-line Marketing Department  
Ulmart

**1. Affiliate budget savings** for the first month reached **20%**. Types of fraud:



**2. Launching of 5 new CPA networks in 1 week** thanks to the TrackAd's tag container

**3. Affiliate Channel Share growth** from 7 to 12%

**4. Affiliate channel Orders increase** by 39%