

Case Study: Clickbooth Strengthens Reputation for Safety & Security

Headquartered in Florida, Clickbooth has been providing proprietary technology to the Cost-Per-Acquisition online advertising market for more than five years. The company provides partners with a progressive full-service management platform dedicated to optimizing revenue generation for both its advertisers and publishers and delivered in one convenient package. The company has over 20,000 active affiliates including the top affiliates in each traffic channel. When Clickbooth discovered suppression list abuse across its network, Clickbooth took a proactive stance and partnered with UnsubCentral for an action plan that would both remedy the suppression list abuse problem, and prevent such issues from happening in the future.

Objectives

- Employ a suppression list management solution that ensures compliance with all CAN-SPAM rules and regulations
- Increase advertiser participation in outbound email acquisition
- Assure publisher compliance with real-time accountability

Results

- Many advertisers choose Clickbooth over other networks because of their investment in compliance and their relationship with UnsubCentral.
- Through their use of UnsubCentral, Clickbooth has shown their partners that they are committed to brand equity and compliance.
- Clickbooth has saved time, money and countless headaches, while strengthening their reputation for protecting advertisers.
- This has allowed Clickbooth to deliver first run campaigns, while at the same time assuring they deliver the most up-to-the-minute suppression files to their publisher base.

Solution

Understanding Clickbooth's immediate and proactive goals, UnsubCentral employed its leading syndication feature, which allowed them to pin-point affiliates that were abusing suppression lists at the sub-id level. Syndication allows networks to not only track suppression list abuse, it tracks downloads, uploads, and unsubscribes on a per-affiliate-basis.

Once identified, the culprits were removed from the network, disabling them from any future abuse. By integrating UnsubCentral, Clickbooth was given the ability to manage, track and distribute suppression lists with ease.

“ Working with UnsubCentral has helped us increase our market share, enhanced the Clickbooth brand and helped us increase our Advertiser base 4-fold over the past 12 months. Our advertisers rely on Clickbooth to help safeguard their brands. And we rely on UnsubCentral to make sure our protective mechanisms and processes for list security and suppression list management are best-in-class. ”

*Ziare Brown,
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