

Crobo grew their network from zero to 400M conversion events per month with HasOffers

Company Overview

Crobo began as a full-service performance advertising platform for online games with expertise in all forms of online marketing—both online and mobile. With their additional brand, appxpand, the company also provides strategic consulting and marketing for app developers in the digital space. Crobo offers marketing services ranging from competitive analysis to compliance monitoring. They drive large amounts of users to campaigns by following a comprehensive plan of action, thereby achieving the highest-quality results. Crobo engages exclusively in the acquisition of valuable mobile and online users, helping international advertisers in nearly 180 countries to gain distribution.

Challenges

When Crobo launched in 2012, the team quickly realized technology was going to be the most important part to a successful business. Due to their deep experience in the industry, they already understood how to develop and maintain strong relationships, but didn't have the technology to grow their business. Within three years they've grown from three to nearly 70 employees located on three continents. Their rapid growth required a robust solution to manage their publishers and maintain high-quality traffic.

Crobo needed a technology platform to deliver the following:

- Reliable tracking and performance
- Scalable infrastructure
- Customizable interface to fit their branding requirements

Solution

Crobo evaluated several industry solutions as options to resolve these challenges. The company ultimately chose HasOffers by TUNE because of the functionality and reliability they required. Since day one, Crobo was able to customize HasOffers to fit their business needs.

crobo.



“We are focused on quality installs across mobile devices worldwide—and we deliver it with the help of HasOffers. The platform allows us to be very transparent, which is our biggest advantage.”

Matthias Lesch

CEO, Crobo



They were also able to sign up for an account and directly manage publisher relationships by giving publishers access to a custom interface built on top of the HasOffers API.

As Crobo became more focused on mobile performance, HasOffers was able to support their needs. Matthias Lesch, CEO of Crobo, said “Mobile currently makes up over 70 percent of our monthly revenues and is definitely a key driver for our growth. We are constantly increasing the amount of mobile specialists within our staff in order to deepen our understanding of the requests mobile demand and supply partners have.”

Results

A sophisticated white-label solution: HasOffers’ customizable white-labeled solution means Crobo can have a fully branded platform to run their publisher campaigns through. The flexibility of the API allows Crobo to connect all in-house ad serving and its Crobo Intelligence System, which is specifically built onto the HasOffers tracking platform to guarantee a hassle-free workflow.

Scalable platform to fit current business needs: Within a year, Crobo upgraded to HasOffers’ dedicated solution. When Crobo first launched, they needed a solution that would enable them to start working instantly. As their business grew, HasOffers was flexible enough to grow along with them.

Excellent customer service: HasOffers’ team of technical experts is on standby 24/7 to help provide proactive solutions and resolve any questions in a timely manner.

Matthias explained, “With the extensive resources in the HasOffers’ support forum, we were able to quickly get started on our own and learn the product quickly.”

For more information, visit hasoffers.com.



OVER 600
gaming publishers in nearly
180 COUNTRIES



400 MILLION
actions per month



53%
of all registrations turn into
ACTIVE USERS



CROBO CASE STUDY

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