

IMOBITRAX LAUNCHES INNOVATIVE TRACKING FEATURES



In this day and age, mobile click fraud is becoming a huge problem and mobile marketers are the ones who are suffering because of it. There are not many options available for the mobile marketers to fight off this form of fraud. And, the mobile advertisers who are successful know that in order to have such success with their mobile marketing campaign, they must rely on a number of different components that come together. A number of agencies and top brands are deciding to get involved with mobile advertising and as they do, they are looking for way to monetize the amount of mobile traffic they receive and with good reason. The thing that separates mobile advertising from other forms of advertising and makes it so effective is because marketers have the opportunity to grasp the attention of individual consumers on a one on one basis via their mobile device. Mobile advertising is far different because marketers can cater to one individual instead of advertising to an entire mass of people. A study was recently conducted by Trademob. The study worked on documenting 10 million different advertisements clicks via mobile advertising and found that nearly half of all the mobile clicks actually took place on accident or were considered a form of fraud. iMobiTrax is known for being a mobile tracking platform and the company has recently released some new features that will basically help marketers fight off the issue of fraud. The new features provided by iMobiTrax will help mobile marketers to find solutions for extending the returns they receive from their advertisements as well. The CEO for iMobiTrax, Ralph Ruckman, has said, "One of the key new features we implemented was a proprietary click filtering system. Since iMobiTrax tracks all mobile clicks coming into your campaigns, we have developed a preset rules system inside the platform that allows our users to create custom rules that can not only block, but also filter out clicks based on referring urls, IP addresses and IP ranges, or user-agents. This provides much more accurate tracking statistics and will also allow mobile advertisers to not be plagued by unwanted and wasted clicks." He also said, "iMobiTrax by default already has a list of the major ad bots such as Bing and Google pre-loaded into the iMobiTrax platform so that you can simply block or filter them at the beginning of your campaign." The team for iMobiTrax has also been working on implementing certain traffic blocking regulations that will allow those who use the tracking platform to set up different rules as a way of filtering out the fraudulent clicks.