



PERFORMANCE MARKETING FIRM PROTECTS CLIENTS FROM TCPA CLAIMS USING RINGBA

Through the use of real-time blocking integrations and blacklist filtering, AXAD Capital is able to focus on growth.



OBJECTIVE:

Based in New York City, AXAD Capital is a boutique investment house that is focused on leveraging their background in performance marketing to acquire digital assets, improve their revenues, and widen profit margins.

“We use pay per call to identify signals and trends in the market in order to decide what verticals we should invest in,” says Philipp Borgolte, Executive Director of AXAD Capital. “In our experience, pay per call channel growth has been a strong indicator for profitable opportunities.”

AXAD Capital has a team of highly skilled media buyers and campaign managers that maintain their inbound program through call-generating branded web properties, and interface with their distribution partners. With a strong presence in insurance and financial services, AXAD Capital keeps their finger on the pulse of industry trends and are always on the lookout for their next acquisition.



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CHALLENGE:

AXAD Capital faced a two-fold challenge when they contacted the Ringba team. First, they needed the ability to optimize their call flow utilizing data and real-time signals. Second, they needed to put in place a solution to stop potential Telephone Consumer Protection Act ("TCPA") litigators from making false claims against their organization.

Real-time Optimization

Managing call campaigns, with hundreds of traffic sources on one side, and hundreds of call buyers on the other, can be a daunting task. AXAD Capital's team needs to monitor for spikes in call volume, buyer technical issues, conversion rates by traffic source, call center capacity, and etc, all in real-time.

Without real-time access and oversight into all of their campaigns, AXAD Capital runs the risk of lost revenue and opportunity cost that could be the difference between success and failure of their campaigns.

"We want to provide the best experience possible for our callers and partners, while making sure we are as profitable as possible," says Borgolte. "When breaking into new markets the numbers can be big, but the margins are thin and you have to pay hyper-close attention to the details and all of the related costs."

Frivolous TCPA Litigation Claims

Companies involved in sales calls have experienced a surge of TCPA litigation claims over the last year. The TCPA is a legal framework designed to prevent marketers from contacting consumers without their consent, however, bad actors have started engaging in exploitative behavior at an industrial scale.

Tens of thousands of people have found that they can effectively make false claims against legitimate marketing companies and extract settlements. In most cases, it is easier for the company to settle the problem by writing a small check than to risk litigation.

"The reality is that you end up having to pay fraudsters because it's going to end up costing you a lot more to go court as opposed to simply settling," says Borgolte. "Litigators are fully aware that it will take a lot more money to prove their claims are in bad faith, thereby forcing a court case versus settling. When these claims happen, they are an existential risk to our business, make us look bad, and are a big waste of time, money, and resources. If you're doing any significant amount of call volume, these claims are now virtually unavoidable."

SOLUTION:

TCPA Litigator Blocking Integration

AXAD Capital's team had limited optionality when it came to blocking TCPA litigants with their prior call tracking platform. It was either block everything or nothing. With Ringba, AXAD Capital is able to design their call flow with the ability to turn on and off their TCPA litigant screening based on publisher, event, IVR selection, and etc.

"One of the key things for us when we switched over to Ringba was that we needed to integrate with Blacklist Alliance," says Borgolte. "The way that Ringba was able to integrate is different than our previous platform, but significantly better. By selecting when and where we want

to check for TCPA litigators, we are able to better control our costs and more effectively implement our compliance program."

Dynamic filtering gives AXAD Capital the ability to control their cost and consumption of pre-paid TCPA litigation checks that they buy from their service provider. Furthermore, AXAD Capital is able to block callers and upload blocklists to Ringba's automated filtering system to add additional layers of protection whenever AXAD Capital comes across a bad actor. "Having Ringba able to so seamlessly integrate with our preferred service providers gives us a sense of security," says Borgolte.



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Real-time Campaign Optimization

AXAD Capital is always on the lookout for how data can provide them with a competitive edge. Through the implementation of Ringba's Instant Caller Profiles, AXAD Capital is able to make intelligent routing and pricing decisions dynamically on every call.

Ringba's Instant Caller Profile technology aggregates data from various sources, and appends it to a Caller ID before the caller hears the first ring. Examples of this data include full addresses with zip code, property data, financial and demographic data, automotive ownership data, etc. AXAD Capital is able to leverage this data for improved buyer payouts, omnichannel retargeting, and better overall targeting for their media buys.

"Instant Caller Profiles help us break down caller demographic data into a more granular form, and we can use that data to directly optimize our call flows and campaigns," says Borgolte. "Ringba is the only platform we know of that offers this kind of on-demand caller information

that empowers us to approach our campaigns differently than most of our competitors."

AXAD Capital reviews all of their call statistics and profile data using Ringba's Insights reporting tool. Insights is a fully customizable data exploration engine that gives AXAD Capital the ability to group, sort, and drill down into all of their data, all in the format and order that best suits their needs. Whenever AXAD Capital's team needs to collaborate, they can share saved Insights reports between team members to quickly provide information across their business units.

"Ringba's reporting tools have been very helpful" says Borgolte. "Insights allows me to drill into exactly where the drop-offs are, who is sending the calls, and where we will find the most success. Ringba gives us the ability to monitor what's going on with our call traffic in real-time, which we love, and use that information to make instant optimizations."



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RESULTS:

New Opportunities for Expansion

With access to Ringba's detailed insights and analytics, AXAD Capital was able to identify numerous opportunities in the marketplace and has since invested in developing their own call center operation to service their clientele.

"We are building our own call center and our plan is to use the tools that Ringba provides to fine-tune our operation," says Borgolte. "The Ringba team has helped us develop our process and continuously connects us with the right people to grow our business."

Like many Ringba clients, AXAD Capital works closely with the Ringba team to consistently improve their operation.

Ringba is committed to the success of its clients, which is why the entire support team is made up of product, asset, and software engineers who intimately know the Ringba platform, its clients' business models, and how to best review, optimize, and implement solutions that positively impact client revenues.

"We like to know that we can trust the individuals that we work with, and know that we can give our input when we feel like an improvement can be made," says Borgolte. "The Ringba team has been exceptional at taking that feedback and using it to improve their platform."



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AXAD Capital Protected Clients From More Than 3,500 Potential Claims

While 3,500 calls may seem like a lot, they are actually less than one tenth of one percent of AXAD Capital's overall call flow. Based on Ringba's research, TCPA related settlements typically range from \$1,500 to \$5,000, with an average of approximately \$1,750 per claim. Ringba's protection systems and integrations were able to help AXAD Capital mitigate \$6,125,000 in potential legal exposure within the first three months.

In a world where privacy regulations are constantly changing, it is important to take measures to protect your business and your clients from litigation exposure.

"Ringba's system protects us and our clients," says Borgolte. "If you operate in the pay per call space, it's important to take steps to mitigate the risk of potential TCPA violations and reduce the impact that these situations might have on your business."

FUTURE:

AXAD Capital has set their sights on growing their portfolio of owned and operated call generating properties, and expanding their operation by vertically integrating various stages of their value chain.

With the opening of their new call center facility, AXAD Capital will be able to provide more value to their partners

while also being better prepared to tackle new opportunities on their horizon.

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