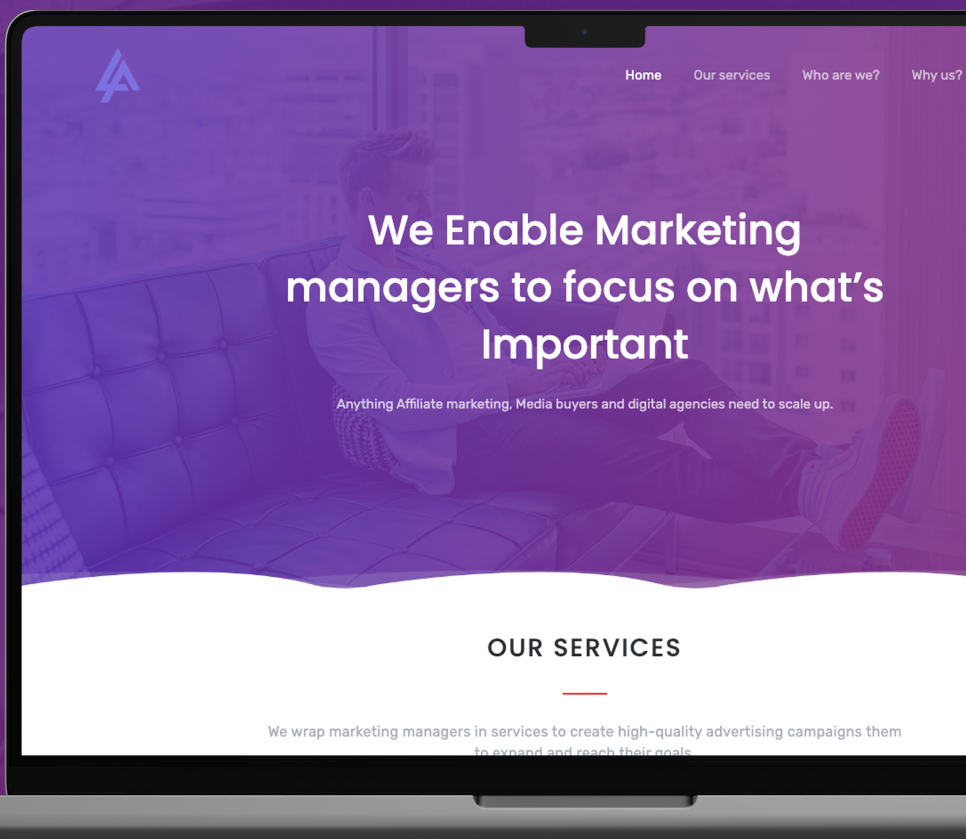


CASE-STUDY:

Scaling of LeadingAds' business

LeadingAds is a marketing services provider that helps affiliate marketers, media buyers and digital agencies to succeed. It relies on Multilogin to scale to enterprise levels through managing 1,000s of profiles across 100s of team members.



Challenges

The scale of LeadingAds' business means it's **faced significant challenges**. The company is not a common account farming or seller agency. Rather, it offers a premium service that goes beyond farming and warming up accounts, to delivering policy advice to clients to help them achieve their goals. Clients have access to a range of advertising accounts, payment cards and whatever else they need.

This means that LeadingAds' business **heavily relies on the long-term undetectability and success of the profiles its team creates** – so having a trustworthy solution to do so is a must.

The challenges it faced included:

- ✓ creating and warming up 1,000s of browser profiles
- ✓ securely making those profiles available to clients
- ✓ managing a portfolio of 1,000s of clients, all with different requirements
- ✓ improving campaign success rates for clients in different verticals

50+

employees

5,000+

browser profiles

10,000+

active clients

3 years

on the market

Goals

Unlike typical account seller businesses that warm up accounts and then hand them off to clients, LeadingAds also aims to **“provide the possibility that a media buyer can spend money”** with its payment cards. Its aims, then, are ambitious, working with clients on a wide range of services.



Clients might not have enough accounts, their accounts might not be the best quality, the accounts might go against policies. We give them the rules and the advice, and we use this knowledge in our tech team that is working to prepare the accounts.

Tim, project manager at LeadingAds.



The numbers bear this out. LeadingAds manages over 10,000 card and account service clients and is constantly growing, increasing the demand for high-quality, reliable solutions that help the team to scale at enterprise levels.

Solution



With Multilogin, we noticed that the technology was the best



After trying various solutions, LeadingAds settled on Multilogin as its anti-detect browser of choice and it is now a crucial part of the business. **The success rate of accounts has improved**, the team is able to create more profiles, and much fewer profiles are getting banned. The main reason, LeadingAds says, is the quality of the fingerprints.

Other options did not stand up to tests, leaking or saving too much information. With Multilogin, the company finally found profiles as anonymous and undetectable as needed. **“The quality of browser fingerprints is the most important”**, stated Tim.

In addition, Tim was very happy with the folder structure for managing profile access. As LeadingAds works with numerous clients, it's able to provide appropriate authorization levels to different folders and give clients 'team member access' to only their specific folders. Multilogin's industry-leading encryption ensures no data leaks: all information is so encrypted that even Multilogin employees themselves can't access it.

Benefits

LeadingAds is growing rapidly and, in the past 12 months, has **added 3,000 browser profiles** in Multilogin. Currently, it's **managing over 5,000 browser profiles** both for internal purposes and for clients. Overall, Multilogin has strongly improved the success rates of LeadingAds' accounts, and the ability to move profiles through the folder structure and easily determine accesses has saved significant amounts of time.



As Tim told us

It is clear that Multilogin gets the job done

adding that **“how comfortable it is for the team to work really matters.”**



LeadingAds has had requests from clients to move to other anti-detect browsers because they, as a client, are already using another tool. However, as Tim emphasized, “we wouldn't change the whole company for each client so we stick with working the way we do, since **Multilogin provides us with all our necessary tools and features.**” Such is the team's happiness and success with Multilogin that LeadingAds always moves clients to our software, and plans to expand even further by adding even more custom plans on top of what they already have.

