

# ADCLARITY GEOSURF HELPS RANKY INCREASE EFFECTIVENESS AND GROW BUSINESS



*"We realized that if we wanted to do our job well, we needed to use serious tools," says Yoav Vilner, CEO of Ranky. "AdClarity GeoSurf saved our credibility by showing real-time ad placements and therefore enabling us to deliver accurate results to our clients."*

## Who is Ranky?

[Ranky](#) is a Tel Aviv-based Startup-marketing team with tech clients in Israel, USA and Europe. Because Ranky works with international clientele and runs PPC ads in international locations, using a proxy service (which switches their IP address in each country they browse) is critical for their success. After experimenting with other freemium proxy servers, Ranky realized they needed a much stronger and more reliable service in order to provide their clients with the most accurate results possible.

## Avoiding the Free Fall

For a proxy server to provide unblocked internet access, the server needs a ton of bandwidth to send information back and forth to the user. The thing is that bandwidth costs a lot of money. And these servers need a lot of bandwidth. Plus they need to hire maintenance, security, operations, and so forth. So why would they be spending all of this money to create a FREE service? Because it's not free.

Many of these servers fill your proxy sessions with advertisements, which generate money for them every time someone clicks on them. Additionally, a lot of these proxies are NOT SAFE; they are monitored by hackers who want to steal your personal information, which they can do easily if you use their proxy service in a careless manner. And this personal information can include your credit card number.

First of all, these free proxy servers are SLOW. And when Ranky needs to provide quick and actionable insights to their clients, they don't have time to sit around and wait for their page to load.

Additionally, the bigger problem is that because a lot of these proxy servers are paid by advertisers to promote their ads, the geo-targeted ads that appear are usually NOT ACCURATE. For Ranky, this means that they completely lose confidence when using these servers to check on ad placement because each server shows a different story and none of these servers are reliable in the first place.

## What's the story?

Before discovering AdClarity GeoSurf, Ranky was dependent on these highly unreliable proxy servers. Additionally, they also tried Google Ad Preview, which was quite accurate but only showed the surf results page- not the landing page.

Ranky finally said "ENOUGH" when they realized they weren't getting the results they needed, which prevented them from giving accurate results to their clients.

A few years ago, Ranky was working with a huge client and was trying to rescue them from a severe Google penalty, as their clients' previous SEO team did everything wrong and got them into deep trouble with Google. After a month of intense work, Ranky received an email from Google telling them that they were officially in the clear- but the hard work didn't end there as the rankings took a lot of time to recover after such an incident. So AdClarity GeoSurf became their best friend that month, as they checked out the progress of a lot of U.S. rankings every single morning to see the pace. Not knowing exactly what's going on with your work on Google's presence worldwide, or even worse- sharing false information with a client- can cost you much more than your proxy server costs.

Ranky's use of AdClarity GeoSurf helped them accurately verify their ads in different global locations, easily switch their IP to make sure their ads appear as they should, and gradually, position themselves as one of the leading startup agencies in Israel.