

Avanquest: Corporate Strategy and Traffic Acquisition Metrics



The Client

Lavasoft (previously called Adaware), a division of Avanquest, is a software development company that produces spyware, malware and internet traffic monetization tools.

The Problem

Lavasoft was facing pressure to reconcile and project financial statements that were backed by marketing metrics and Key Performance Indicators (KPIs). Furthermore, the client needed assistance with tracking their traffic acquisition strategy.

The Solution

The engagement initially started with a 2-month assessment of the existing financial and marketing metrics tracked by Lavasoft. After thorough analysis of its financials and analytics channels, we were able to create detailed financial projections that were driven by key performance indicators and value drivers of the business.

Our financial assessment revealed that management was unable to discern whether or not they were over or under spending on traffic acquisition and how they compared to competitors. We proceeded to creating and monitoring Life-Time Value/ Customer Acquisition Costs ratios to provide management with an understanding of when additional dollars should be spent towards user acquisition or allocated elsewhere. This enabled us to not only look at traffic acquisition spending as a whole, but also within certain customer accounts, enabling the team to re-evaluate terms with specific accounts. Finally, we provided monthly financial and marketing metrics overview presentations to the executive team along with detailed market research on emerging opportunities and competitors across North America.

The Value

- Lavasoft had detailed monthly financial projections backed by core KPIs and financial drivers
- Management reports having detailed consumer analytics that backed financial projections.
- Client had direct access to competitor intelligence and market insights on a M/M basis.

Client Testimonial



Adam helped us identify the right metrics we should be looking at to have a stronger user base. They also helped us with identifying the kind of spend and marketing campaigns we should be doing. There is a lot of competitor research that needs to be done, which is where they also helped us. By doing that, Toledo Capital Advisors helped us identify opportunities in the marketplace that could help us go and tap in on those opportunities.

- Amrendra Yadav, Project Manager