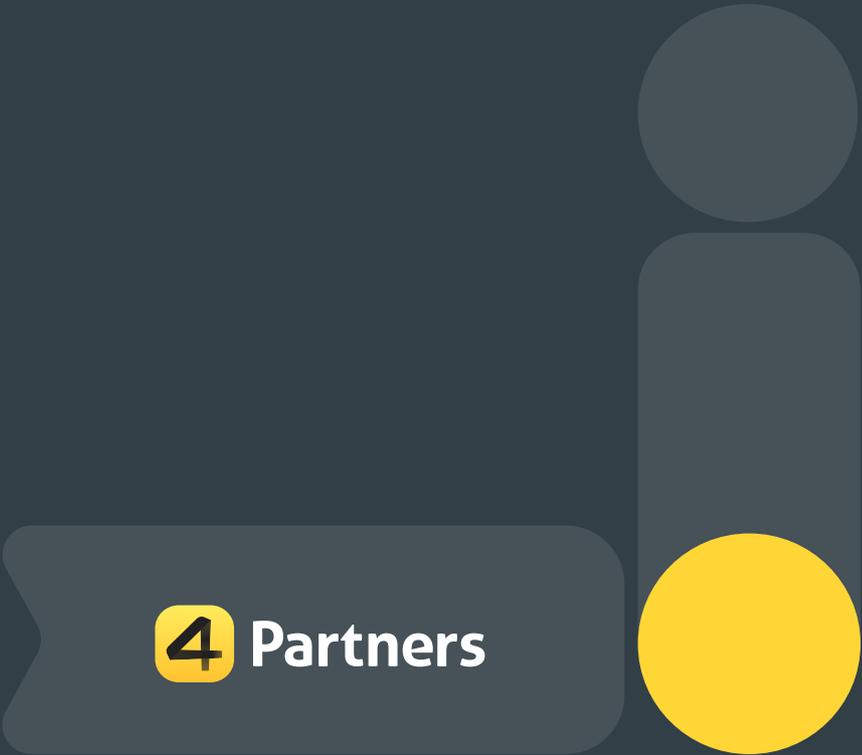affise

How **4.partners**
Reached **200K**
Monthly Installs
in Just 6 Months
with Affise

4 Partners

4 Partners

"Our initial goal was to hit 200,000 installs per month within a year. Thanks to our collaboration with Affise, we achieved this milestone in just six months. That success validated our strategy and inspired us to aim even higher."

Dmitrij Pashuk
CEO & Co-Founder

Rock&Apps
4.partners
Approck.vc

Tell us more about the story behind 4.partners. How did the idea of creating a separate company come about?

My current partners initially started the project, and I joined with my team as one of the advertisers. Over time, we realized we shared a common vision and ambitions, which led to the decision to join forces.

> "Our goal is to become the largest utility-focused company in terms of revenue within five years."
>
> **Dmitrij Pashuk**
> CEO & Co-Founder

It's an ambitious task, but we are determined to make it happen.
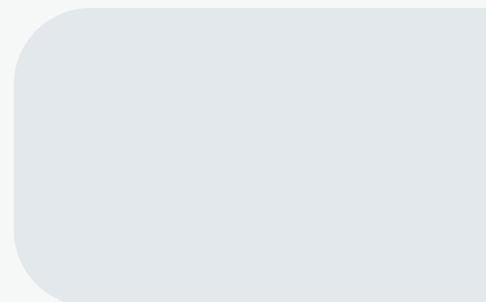
What was your initial business goal? How quickly did you achieve it, and how have your goals evolved as the company has grown?

Currently, one of our key objectives is scaling security-focused utilities. However, we're not stopping there. We plan to explore new niches and launch successful apps every quarter. At any given time, we work on 2–3 ideas to identify the next hits. Importantly, we encourage initiative and creativity across the entire team, not just from the top. This dynamic environment keeps us innovative.

Can you share examples of the types of apps you develop?

AI-powered applications for recognition, content-based solutions, and "white" finance apps like loans and insurance. We're also interested in sports-related apps for statistics and news.

We divide our business into two main areas: subscription-based apps and free apps with affiliate monetization. This strategy helps us cater to a broader audience and deliver solutions for different user needs.

Additionally, we're actively looking for promising apps or products to acquire or invest in. If you have an idea that fits our vision, feel free to reach out to me on Telegram @pashuk_dima or connect with our Business Development Manager Alena @Alena_4partners.

How has Affise helped you overcome key challenges?

Affise addressed many of our challenges. As we manage both affiliate relationships and media buying, Affise's unified dashboard has simplified data consolidation, financial tracking, and planning. This clear visibility helps us make well-informed decisions.

Your MMP solution not only meets our needs but also comes at a more competitive price compared to others.

> **"** "What stands out most, however, is the exceptional support. Your team's responsiveness and customer-centric approach are unparalleled, allowing us to move forward without delays."
>
> **Dmitrij Pashuk**
> CEO & Co-Founder

Did you consider other platforms before choosing Affise? What made you choose Affise?

Yes, we evaluated several partner marketing solutions. However, during testing, we faced issues like language barriers, hidden pricing, and communication difficulties with competitors.

With Affise, everything was smooth from the start. Discussions were clear, efficient, and free from unnecessary bureaucracy. Our manager, Natalia, played a key role – her professionalism and personalized approach impressed us. During onboarding, the Affise team went the extra mile to understand our goals and ensure their platform could help us achieve them.

How has Affise helped you save time and resources?

Affise streamlined both our internal media buying and affiliate operations. The intuitive interface for managing offers and tracking links greatly simplified workflows.

Automation and powerful analytics tools reduced the manual effort required for data analysis and campaign monitoring. Tasks that previously consumed hours now take minutes, allowing us to focus on strategy rather than routine processes.

What features do you use most often, and why?

We rely heavily on offer management, detailed analytics, and visual dashboards. These tools allow us to quickly analyze results and make data-driven decisions. We also use server postbacks to ensure reliable and seamless integrations.

How do you integrate Affise with your internal tools, like BI systems?

We've set up Telegram alerts for quick domain replacements, enabling real-time problem-solving. Additionally, we use Data Fusion to stream Affise data into our internal BI tools. This allows us to consolidate insights from multiple sources for in-depth analysis.

For example, we can monitor traffic volumes across different channels and get instant alerts about anomalies, such as sudden drops. This automation saves dozens of work hours and prevents potential financial losses worth thousands of dollars.

How would you evaluate your current results with Affise?

We are extremely satisfied with our partnership. Affise has become a core part of our operations and plays a key role in our growth. With their tools and support, we're confident in achieving our ambitious goals and look forward to reaching new heights together.

4 Partners