

affise

Alfaleads Case Study

alfaleads



Tell us a bit more about the development history of Alfaleads company: how have you come up with the idea to create the company?

Alfaleads was founded in 2016 and in 7 years a small team of enthusiasts has managed to become one of the brightest networks in the iGaming industry, transforming into an international performance marketing agency headquartered in Europe.



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Some members of our team had prior experience in marketing. It is evident that digital marketing is a rapidly growing industry, and it would be difficult to excel in it without a strong team. We realized that the best way up in this fast-paced landscape is together with our partners — this is how the Alfaleads Affiliate Network started.

We aimed to establish an international marketing agency capable of generating profit across borders and without limitations. Traditional marketing business operating in one or several regions was significantly lower than what we achieved with the Affiliate Network model. This and close collaboration with our partners have facilitated swift growth in difficult and remote GEOs.



Vyacheslav Chemodanov
Cofounder Alfaleads

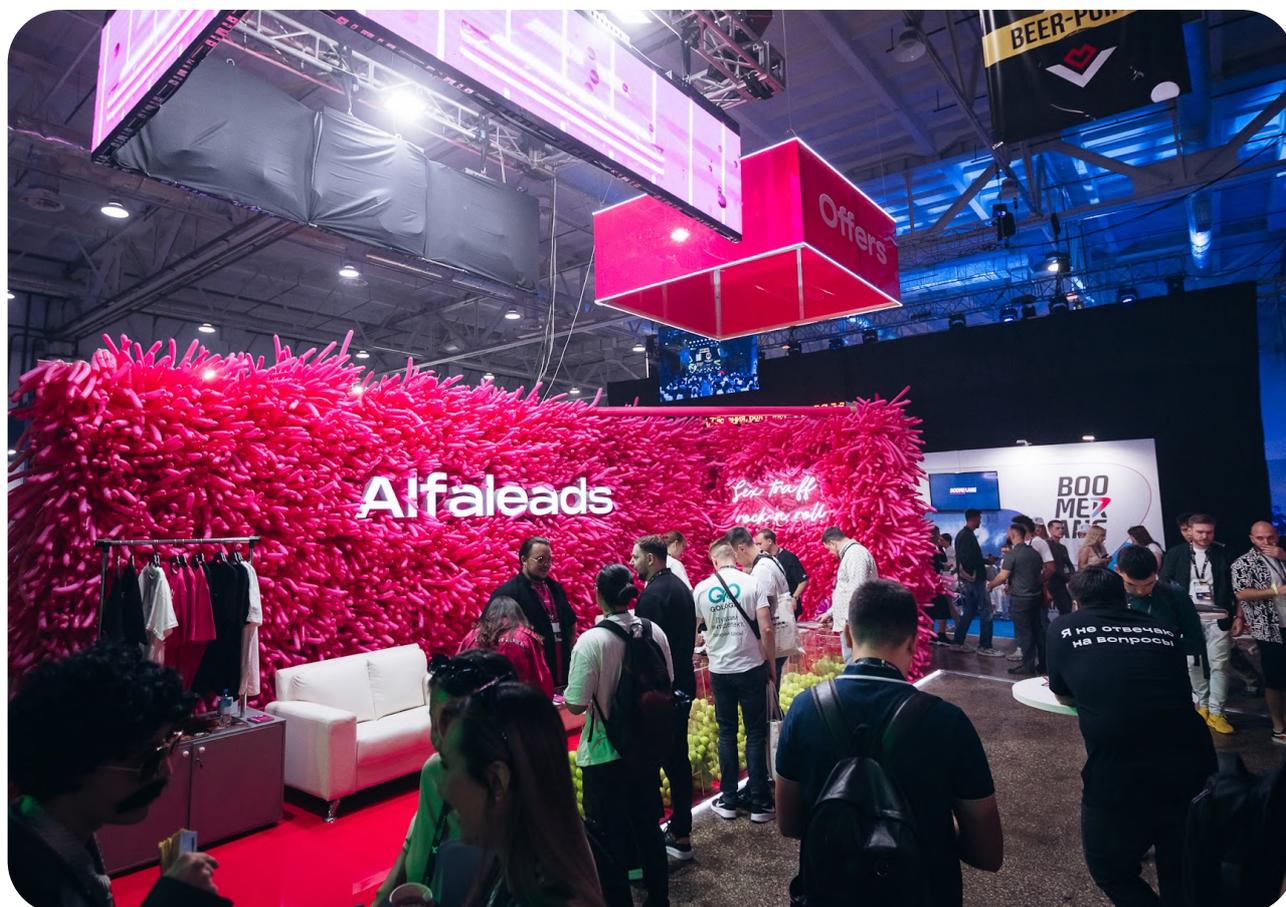
Today, Alfaleads is part of a large holding that includes several units: in addition to the affiliate network, these are SEO, ASO, In-App, and Influencer Marketing divisions. The company employs more than 250 specialists and holds representative offices in 6 countries around the globe.

From the very beginning, Alfaleads has focused on the iGaming vertical. The platform provides access to more than 2000 offers for all imaginable GEOs: USA, Europe, Africa, Asia, the CIS countries, as well as some rare and exotic regions. Many offers are available exclusively with Alfaleads and inaccessible anywhere else on the market.

It is also important to note the expertise of the team that manages the Sports offers. In the course of the company's history, Alfaleads became the house name for working with Sports: "If you work with betting, choose Alfaleads". Rightly, Alfaleads received the "Best Affiliate Network: Betting" title at Kinza Awards in 2023. Today, both international betting brands, such as William Hill or BetMGM, and small local sportsbooks are available on the platform.

Every year Alfaleads introduces new services for affiliates: for example, Alfa Defense – legal support for affiliates and advertisers, advice on exploring new GEOs, and assistance in the translation of promo materials and documents into foreign languages. The latest addition to the list of useful services is the assistance of the Alfaleads PR team, which helps media buying teams establish and develop a media presence. Thus, Alfaleads creates a full-scale ecosystem for affiliates taking care of all matters while the pros focus on driving traffic.

Since 2016, Alfaleads has participated in dozens of industry conferences and meet-ups around the world, often becoming the center of attention with memorable booth designs. You can meet company representatives at SiGMA, iGB, Affiliate World Conferences, and many more affiliate marketing events around the globe.



What were your initial business goals? How quickly were you able to achieve them?

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“From the very birth of the company, honesty, and integrity have been fundamental principles for Alfaleads, and today our reputation speaks for itself. We are known and respected as a reliable partner, our clients know that their future is secure with us.

In 7 years, we have built one of the largest product databases on the CPA market – hundreds of offers from local Asian or African casinos to the giants of the gambling market.”



Roman Manuylov

CEO Alfaleads, Co-CEO Advisability

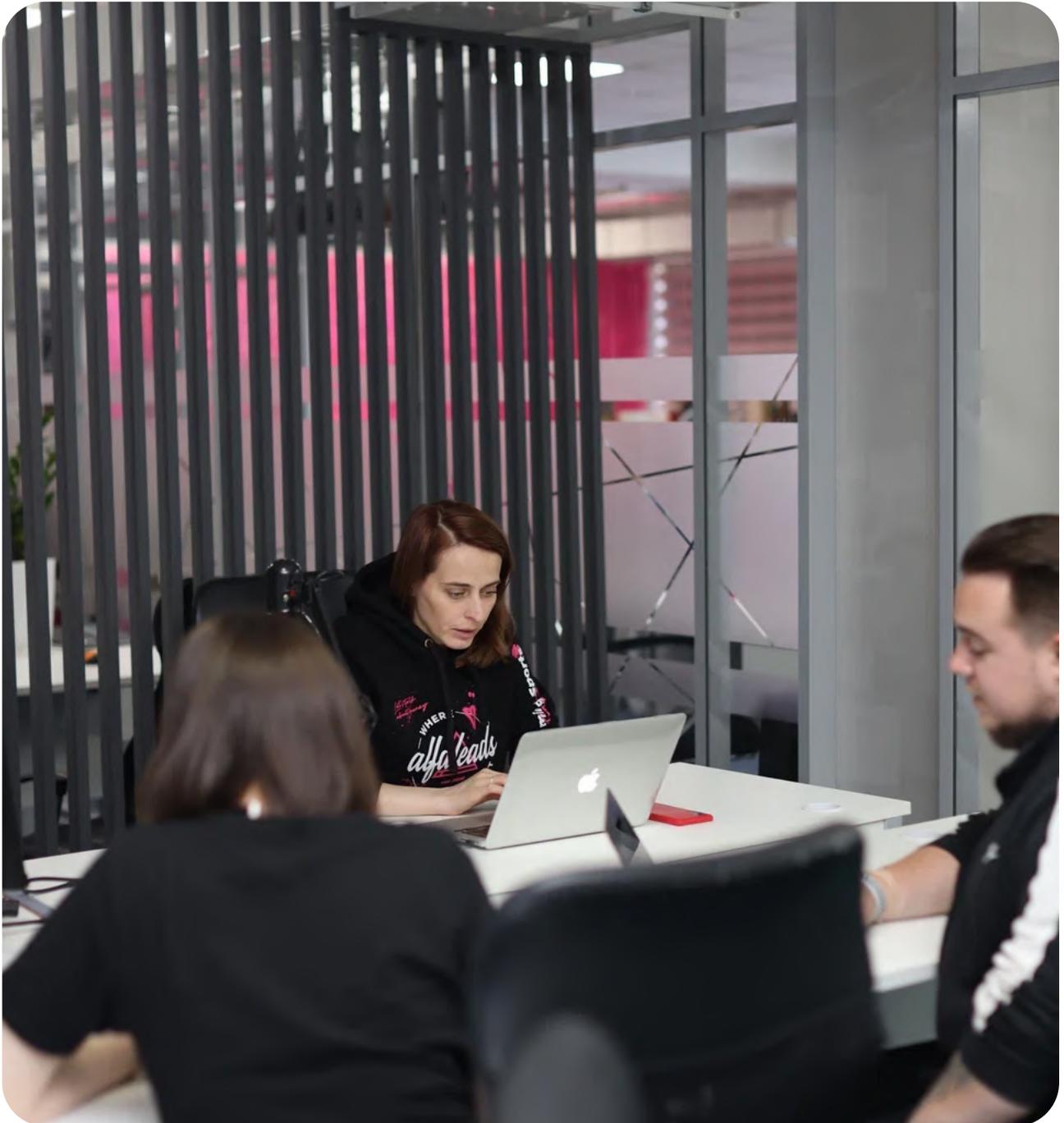
At what stage of your company's development have you felt that you need some tracking solution to be integrated into your business flow?

The company required a tracking platform from the very beginning since it's impossible to run a modern affiliate network without one. Alfaleads executives conducted comprehensive research of the market back in 2016 and chose Affise because this solution met all the requirements for tracking, working with affiliates and advertisers, as well as handling statistics and analytics.

Have you considered any other solutions besides Affise? If yes, what were the reasons for choosing Affise as the platform to develop your business?

The choice was between Affise and another major tracking platform. Several factors influenced the final decision:

- The alternative platform was more convenient for dealing with e-commerce and lead generation. Alfaleads focused on iGaming since its inception, so Affise was the best choice.
- The Affise interface is very intuitive and responsive.
- Alfaleads appreciated the smooth communication and expertise of the dedicated managers.
- And perhaps the most important argument was the desire to cooperate and collaborate, which made it possible to significantly customize the system to Alfaleads' needs.



Was the process of starting with Affise easy enough for you?

Getting started with Affise was a seamless experience, as the service handled all the affiliate network's requests promptly. In addition, Affise went the extra mile by personally sending their managers to Alfaleads' office to conduct extensive training for the staff. This hands-on approach was especially valuable during the initial software implementation phase. We still have regular online meetings with our managers to discuss our needs and goals. This level of involvement and the systematic approach of the tracking platform is perfectly in line with our values.

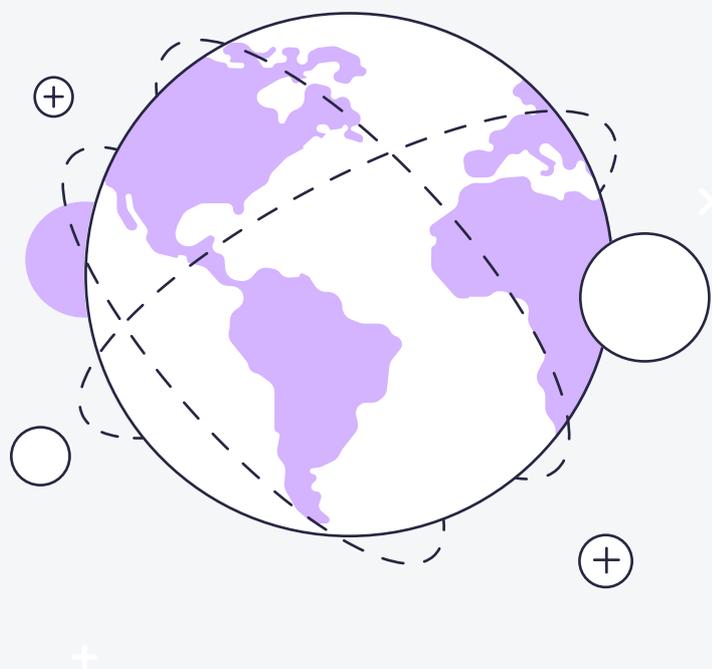
What are your current business goals?

Among the company's current goals, several stand out as the most important:

1. Exploration and development of exclusive GEOs

Alfaleads carefully analyzes large countries with populations of at least 10 million people and identifies geos where the iGaming market is expected to grow in the next year or two.

They then search for promising products in these countries, connect them to the platform, and offer them to webmasters. For instance, the United States has become one such exclusive geo. As a vast market with stringent regulations, many affiliate programs find it challenging to operate there. However, for Alfaleads, this 'gambling giant' presents an incredibly interesting opportunity, and they have successfully connected absolutely legal American products to their platform.



2. Improving the service for affiliates

Alfaleads always strives to offer its affiliates as many exclusive offers with advantageous deals as possible. They also plan to further speed up the payout process and improve the work of the support team. Several innovations have already been introduced to ensure a smooth experience of working with the network, including key accounting for major partners, financial and legal support, and investments in promising media buying teams.

3. Business process automation

Automation plays a critical role in enabling the rapid integration of new offers into the system, swift approval of new partners, and seamless integration with advertisers' various analytics systems. It also includes the development of tools for managers to monitor traffic quality, prevent partners from exceeding caps, track domain availability, and much more.

This development is not only beneficial for the company itself but also for its partners, as well-organized internal processes lead to increased transparency in operations.

Alfaleads plans to further reduce the time managers spend on routine tasks, allowing them to focus on developing partnerships rather than getting bogged down in operational processes such as reconciliations and payouts. The company also intends to strengthen its analytics systems, enabling deeper dives into the statistics to identify correlations between effort invested and results achieved, and then share this valuable information with partners.

How does Affise help you achieve them?

Working closely with Affise is critical to achieving the automation goal, as the first two tasks primarily involve the sales and affiliate departments.

The Alfaleads team has successfully implemented a system of customized dashboards that track profit by GEO, affiliate, product, and a slew of other indicators. These dashboards highlight suspicious activity and other anomalies in the statistics and alert managers when an affiliate's performance drops. It works both ways – managers can immediately notice when an affiliate's performance is increasing. Both situations require extra attention from the Alfaleads team.

This sophisticated system allows managers to identify the most efficient funnels among thousands of ad campaigns and offer better terms to the partners. For example, if a particular source proves to be highly profitable, they can propose switching to a RevShare model, benefiting both the company and the affiliate. Doing this manually would be highly impractical due to the large number of affiliates, tests, and offers.

Furthermore, for successful automation, the tracking platform must support seamless data export via API. Unfortunately, not all traffic tracking solutions offer this option.

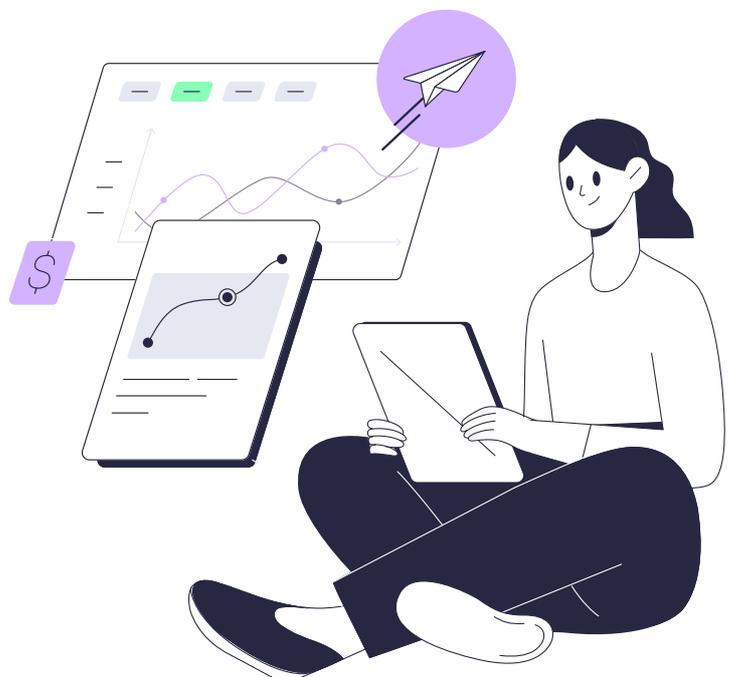
And, of course, stable operation of the tracking platform is crucial for achieving the company's goals, including:

- 24/7 server availability
- Minimize the number of technical issues and eliminate them promptly.
- Accurate and stable tracking of partners' traffic.
- Correct data transfer from affiliates to advertisers.

Affise covers all these goals!

Which Affise solutions (functionalities) do you use in your daily/weekly/monthly work? Why?

Each department at Alfaleads uses Affise differently. The integration department mostly works with the API and the Exports section. The affiliate managers and BizDev team mainly use the Statistics section where they analyze traffic: they control the performance and rates of their affiliates and advertisers with the help of dashboards where they can see the statistics by clicks, conversions, and earnings. They also create and use their own presets to keep up-to-date and get all the information about traffic quality and current CR.



Alfaleads team frequently uses API. What processes do you maintain using API requests?

Using the Affise API, the Alfaleads team has developed an entirely in-house system of alerts. All notifications are sent to the company's Slack in a consumer-friendly form. **Among them:**



Notifications about the start/stop of ad campaigns

Every time an affiliate launches a traffic flow, the bot sends a Slack alert to a dedicated manager, who thus always knows about incoming traffic flows and can therefore react quickly if something goes wrong.



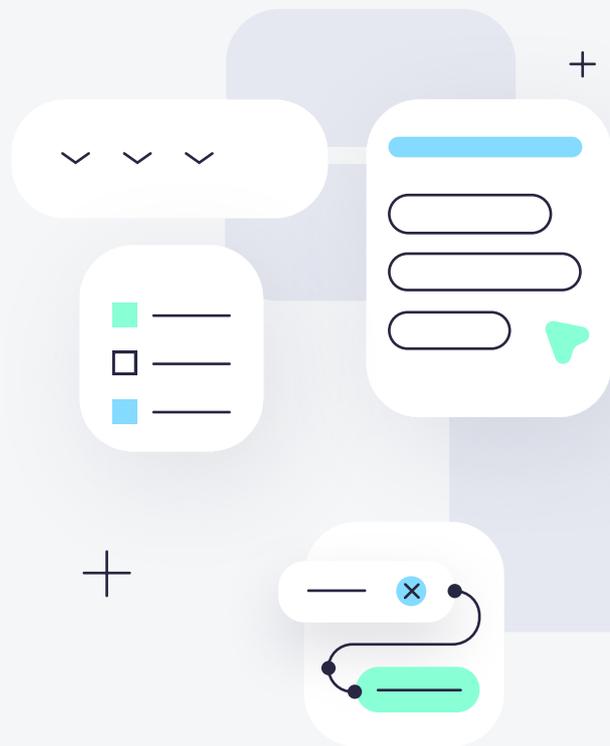
Dynamics of reaching monthly goals

Every day at the same time, the team receives dashboards with the revenue for the past reporting period and the trend of achieving the monthly goals. Affiliate managers, BizDev managers, and heads of departments use these dashboards in their planning. This is very useful in setting tasks for further cooperation with affiliates for the next day/week/month and creating hypotheses based on the data received.



Automatic domain replacement

This feature allows you to track the relevance, uptime indicators, and operation of domains on offers, automatically send alerts, and replace domains when they are down. This way, our affiliates always know that the links in the offers are working properly and there are no traffic losses.



Cap monitoring

When an affiliate approaches the limit of allowed traffic, let's say he is at 90% of the cap, the manager gets an instant notification. This is very important because the advertiser will not pay for any conversions that exceed this limit.



Notification of changes in the terms of the offer

As soon as the information in the offer description is updated, the affiliate manager receives an immediate notification if their assigned affiliates work with this offer. This way, the manager can quickly react to changes and inform the affiliates.



In your opinion, what are the advantages of having a dedicated infrastructure cloud service used by the Alfaleads team within Affise?

Many processes are implemented through API, this would be impossible to do with ordinary statistics tools. Useful and detailed documentation on API from Affise helps a lot in the realization of our plans.

Would you recommend Affise to other companies in the iGaming industry considering implementing a tracking platform into their processes? If yes, why?

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“I can recommend Affise to other affiliate marketing companies. This service meets most needs of a modern affiliate network that works in the iGaming vertical.

Currently, Alfaleads continues to improve the ecosystem for our customers — we want to make the process of payouts, reconciliations, approvals, and any interaction with us truly automated, transparent, and fast. To do this, we are making the most of the Affise platform.”



Constantine Guberkan
Deputy CEO Alfaleads

You have been working with Affise for over 6 years. What, in your opinion, underlies such a long and successful cooperation?

Such long and mutually beneficial cooperation is possible thanks to the fact that Affise is constantly developing its services, constantly inventing and often introducing technical innovations, all of which make Affise one of the leaders in its field.