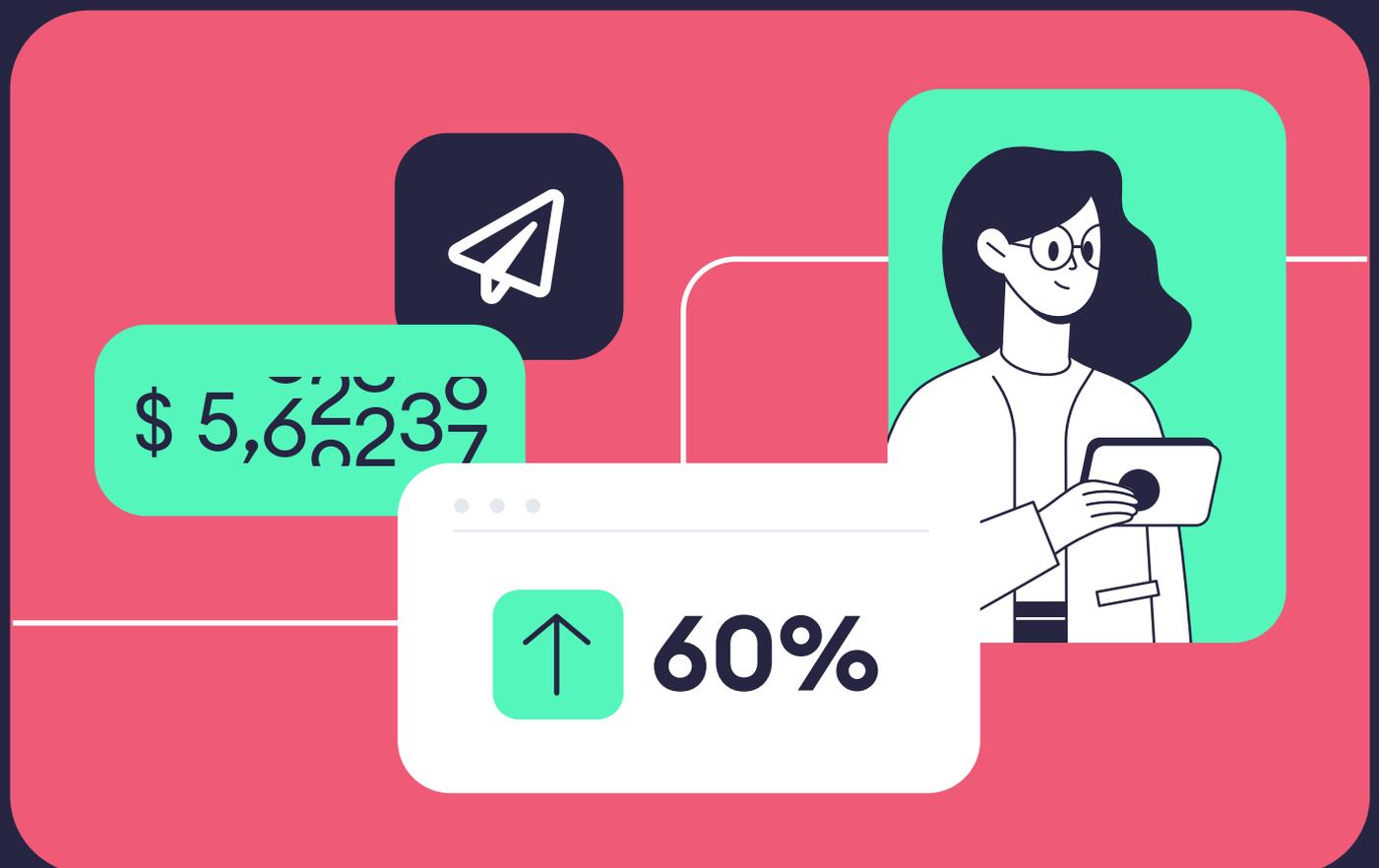


# How Affise helped Appska Network

increase monthly turnover by 60%,  
reduce low-quality traffic & disable  
non-working offers



Could you share some insights about your company and what it specializes in?

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“Appska is an international full-service performance marketing agency specializing in Affiliate Marketing, In-App Advertising, Media Buying, and Influencer Marketing.

For 6 years of work, we have helped 100+ advertisers generate over 1,000,000+ events. We can promote mobile apps in any GEO & vertical, and work with 150+ traffic sources.

Our Influencer Marketing Unit runs ad campaigns in various formats: special projects, events, streams, contests, creative formats, etc. Specializing in collaborations with global brands, including some of the biggest names in the gaming world like Warhammer and Innova, our influencer department is a source of immense pride for us.”



Nadia Katrich  
CEO of Appska

Today Appska 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. The holding team employs more than 250 specialists, and its representative offices are open in 6 countries.



## Why did you need a tracking platform?

In 2021, we decided to expand our operations by launching our affiliate network, which required a robust tracking system.

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**Appska Network serves as a bridge between our affiliates and advertisers, with a primary focus on in-app traffic, aiming for exceptional performance. Our network offers a diverse range of offers tailored to drive conversions and maximize earnings.**

### Appska Network features:

- diverse offers across various verticals and GEOs
- CPI and CPA payout models
- offer customization and verification to align with every affiliate's campaigns
- comprehensive analytics and reporting tools to make it easy for affiliates to monitor and optimize campaigns
- dedicated Support Team assisting affiliates throughout, from offer selection to campaign enhancement
- timely payouts, ongoing affiliate interaction, and cultivation of long-lasting partnerships
- continuous quest for innovative technologies and strategies to boost affiliate earnings



**Andrei Savva**

Head of Appska Network

### Appska Network has the following business objectives:

- deliver maximum results for clients and partners
- utilize cutting-edge technologies to control fraud
- ensure clean and high-quality traffic
- guarantee transparency in reporting and analytics, providing all the necessary information to evaluate the effectiveness of advertising campaigns
- automate various aspects of the affiliate network's operation, reducing the burden of routine tasks on managers

### Considering our business objectives and the increasing number of affiliates, we recognized that Appska Network needed to incorporate a platform that:

- has a dependable and robust tracking system for efficient collaboration with affiliates and advertisers
- supports advanced reporting, offering transparent and comprehensive analysis
- has extensive automation capabilities, and robust functionality, all while maintaining a straightforward and user-friendly interface

We put various tracking systems to the test, but none matched our criteria. After a thorough market research, we settled on Affise because it perfectly aligned with our requirements.

Today, Affise stands as one of our primary tools, empowering us to expand into new horizons and establish our affiliate network. This system streamlines, oversees, and enhances most of our existing business processes. Without Affise, a substantial portion of our business wouldn't be possible. Thanks to its support, we rapidly increased our turnover by up to 60%!

## What advantages does Affise offer in your opinion?



### User-friendly interface

Affise's interface is intuitive, user-centric, and customizable. This customization empowers affiliate managers and account managers to access only the metrics and reports they require. Additionally, access to different panels can be restricted based on a user's role in the program.



### Analytics

Affise serves as a robust analytical tool with a wide array of features. It enables our managers to monitor traffic quality, manage caps, track domain availability, and much more. Furthermore, if we require additional services, we simply reach out to the developers, and they swiftly implement them. This showcases the system's remarkable adaptability. Moreover, Affise offers a free trial period for all its features, which enabled us to determine their relevance to our work.



### Customer care

Affise places a strong emphasis on customer care. Their Customer Success team lives up to its name. They consult us on any issues we encounter, actively listen to our needs, and are quick to offer assistance. It's worth noting that an Affise CTO can easily come to inquire, "Tell us, what do you appreciate about the platform? What could be improved? Are there any new features you'd like to see? How can we enhance your experience?" It's evident that the team genuinely cares about its customers and goes the extra mile to ensure their satisfaction.



### Automation

The platform excels in automating various processes, ensuring speedy execution of routine tasks. This allows our managers to dedicate their time to data analysis and providing top-notch customer service.



### Reliability

Affise is a tried and tested tracking platform known for its stability. It boasts uninterrupted server operations, precise tracking of affiliate traffic, flawless data transfer from affiliates to advertisers, minimal technical issues, and swift resolution of any problems. Seems it can do anything! With Affise, you can have confidence that your data is secure and your operations will run smoothly.



### Ease of use

Affise stands out for its user-friendliness. In comparison to other tracking platforms, it simplifies tasks such as eliminating fraud and traffic management, making it an efficient choice.



### Affordable price

Affise offers incredibly affordable pricing. In fact, when compared to other platforms, it's noticeably more budget-friendly.



### Technical support

Affise's technical support is truly top-notch. They have highly skilled specialists who respond promptly to all our requests, provide real assistance, and are available 24/7.

## Which Affise features are part of your daily workflow?

To ensure the smooth automation of numerous processes, a tracking platform must possess the capability to seamlessly export essential data via API. Not all services offer this feature, but Affise's API is versatile and operates at a high level. It stands as one of our primary tools, and we rely on it extensively. In fact, nearly 90% of our tasks involve using various API features, such as adding offers, processing payments, analyzing statistics, preventing fraud, and more. This level of integration greatly simplifies collaboration with our partners.

Additionally, we utilize CPAPI, a service designed for API-based interactions with advertisers. This integration has significantly expanded our client base and enabled us to maintain up-to-date information on thousands of offers.

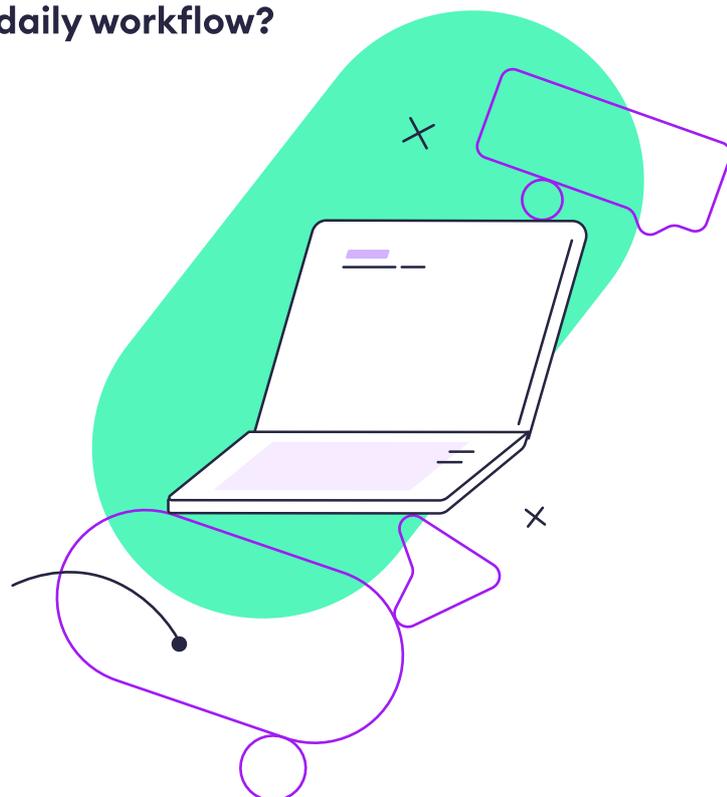
Another valuable feature is the ability to import reports from other tracking platforms directly into Affise. This convenience eliminates the need to log in to third-party trackers, as all traffic reports are readily accessible within Affise.

Furthermore, Affise has recently introduced a new tracker known as Affise MMP, designed explicitly for advertisers with mobile apps and app owners. We plan to commence testing this tracker in the near future.

Affise Checker is undeniably one of the most intriguing features. It empowers us to assess offers for redirects and monitor their performance effectively. What sets it apart is the flexibility it offers in terms of checking intervals – whether it's hourly, every three hours, daily, and so on. For each of these intervals, we gain insights into the status of the offers. This means we can promptly detect whether an offer is functioning as expected or if it briefly became unavailable and then resumed operation. Such real-time tracking proves immensely valuable for our managers, as they can swiftly respond to market changes. For instance, they can relay information to our affiliates about the status of an offer, whether it's available or experiencing issues.

Affise's strength in statistics and reporting further distinguishes it from other tracking platforms. The inclusion of 50 data slices in the statistics provides a comprehensive analysis of traffic activities. Additionally, each manager has the flexibility to tailor reports to their specific requirements. This level of analytics and reporting simplifies our ability to oversee processes and monitor the progress of each advertising campaign. We can achieve this in real time and conveniently compare multiple campaigns within a single interface.

Furthermore, you can easily download reports in your preferred format, making the platform even more user-friendly.



## Which features of Affise do you regularly use?

We make daily use of the following tabs:

- Dashboard
- Offers
- Checker
- Exports
- Statistics
- Automation
- Affiliate Partners

Additionally, our team has created customized dashboards to closely monitor real-time traffic. These dashboards allow us to quickly assess cash flow for specific affiliates, offers, GEOs, and more. They help our managers identify the most successful campaign flows among numerous advertising campaigns, which we can then recommend to our affiliates to boost their profits. If an affiliate faces a traffic decline, we can promptly detect it through the dashboards and provide timely assistance.





## How easy was it for your managers to get started with Affise?

Affise is an intuitive platform, and some of our managers learned to use it from scratch with ease. Furthermore, Affise offers a personalized onboarding system. Their experts visited our office, along with a Customer Success Manager. They provided clear guides, manuals, and training, which greatly facilitated the onboarding process. This level of customer support is highly appreciated.

For our other employees with years of experience in affiliate marketing: they already had 6-7 years working with Affise under their belts, some of them even witnessing its inception. Consequently, they encountered no issues when starting to use the platform.

## Would you suggest Affise to other companies operating in the affiliate marketing industry seeking to implement a tracking platform?

We have already recommended Affise to several of our friends, colleagues, and partners. This platform offers everything a modern affiliate network requires. It enables the quick and easy setup of processes such as payments, reconciliations, approvals, and more. Affise allows for complete automation and transparency in your work. Furthermore, it is a trustworthy platform that eliminates concerns about data loss. Affise is a tracker with a promising future, as the team continually works on its development, introducing new features, and listening to client feedback.

It didn't take long after implementing Affise to witness tangible results. The monthly revenue of the Appska network surged by 60%. Additionally, thanks to this tracking platform, the percentage of low-quality traffic saw a dramatic reduction. Finally, Affise enabled us to identify and deactivate underperforming offers.

Now, Appska Network operates with a high degree of automation, is fortified against fraud, assures partners of high-quality traffic, and provides transparent reporting and analytics. This allows our managers to effectively assess and optimize advertising campaigns promptly.

By continually introducing new features and enhancing its services, Affise maintains its position as the leading tracking platform. This has propelled Appska Network to become a prominent player in the market in a remarkably short time. Our partners are content with our performance, and we are pleased with Affise!

With Appska Network, you can maximize your profits, expand your audience, and reach new heights in the realm of online advertising.

Discover more at <https://network.appska.com>

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