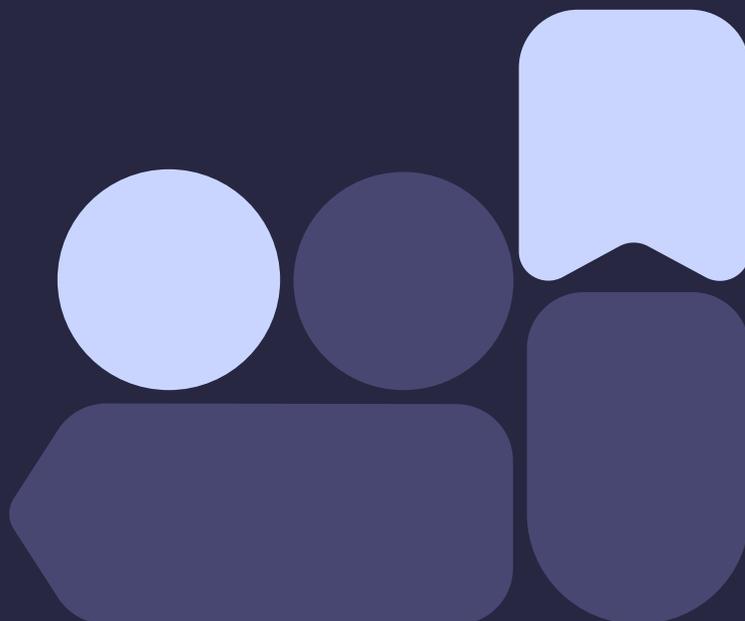


# How GameHub increased revenue **10x** with Affise



## Game HUB

GameHub has been operating since 2019. In 2023, it transitioned into a partnership network specializing in the gambling, betting, and dating verticals. Currently, the team consists of 14 employees, with over 500 offers across 100+ geos. The company is enjoying stable profits from both its own traffic monetization and the revenue generated by the partnership network.

# Challenge

At the beginning of its operations, the team encountered severe difficulties. It consisted of 6 professionals managing approximately 50 offers. **The challenge GameHub faced was monetizing the offers to which it had access.** The initial thought was to turn to affiliate programs. After conducting a thorough market analysis and considering dozens of options, the team realized none of the programs were good enough.

Some tools only covered part of the required functionality, while others did not provide essential convenience and reliability. Inflexible access settings did not fit into existing business processes, and the lack of automation solutions also meant that the team would not be able to grow its profitability, remaining hostage to inefficient manual work.

**Time was against the team.** Every day of platform selection affected profit opportunities. Complicating matters further, even after making a decision, the team had to integrate all existing offers and tools and train the team to work with the new platform. All of this takes time and money.



"Based on our experience in monetizing our own traffic, our team realized that other affiliate programs could not meet our requirements. Therefore, we decided to search for a pre-built solution to meet our needs. After evaluating the competitive market, **Affise emerged as the best and simplest option.**"

**Viktor Buinovsky**  
CEO of Game Hub

# Solution

GameHub chose Affise to launch its affiliate network, optimize, and grow its revenue. **The simplicity of integration, user-friendly interface, and automated business processes were the main reasons for choosing Affise.**

The onboarding and customer support team helped the team start operations within a few days, and the team was ready to onboard partners.

The simple integration with partners played into the team's hands at this stage. The ability to customize the partner registration form, flexible qualification system, and analysis of their effectiveness provided the team with all the necessary tools to launch operations and increase the number of partners **without losing efficiency.**

A critical factor for GameHub was universality – having one platform cover all their needs in administering the affiliate network, from working with affiliates to setting up offers and deep statistical analysis. **Affise covered all needs with one solution, saving the team money and time on employee training and reducing the likelihood of errors due to the need to use various tools.**

It is important to note that the open API, CPAPI tool, and Data Fusion allow for easy integration of third-party tools, automatic import of thousands of offers, and export of statistics to BI tools.

It was crucial for the team to launch their network quickly and smoothly. Affise support resolved all issues within the shortest possible time frame, which also contributed to the team's smooth and stress-free operation. **You can start working with Affise even without technical specialists.** After a successful launch, the support team repeatedly responded to the team's requests, helping to develop the network and increase performance.

# Benefit

**The team faced a challenging task: launching their affiliate network quickly. Thanks to the partnership with Affise, GameHub successfully accomplished this.**

The team aimed for rapid growth, increasing the number of offers and partners. Within the first few months of operation, **the network's revenue increased tenfold.** Much of this was due to the flexible automation capabilities provided by Affise - from automatic traffic backlogs to a flexible cap system.

**The team achieved 10,000 monthly conversions** through traffic optimization and deep funnel analysis in Affise statistics.

**"We strongly recommend Affise.** Working with many advertisers, we see the functionality on their sites and understand that Affise is much more convenient."

Viktor Buinovsky  
CEO of Game Hub

**Game HUB**