

Kultra Agency

How to Start
Working with Affise
Performance
with a Focus
on Streamlining
Processes
and Scaling



KULTRA
AGENCY

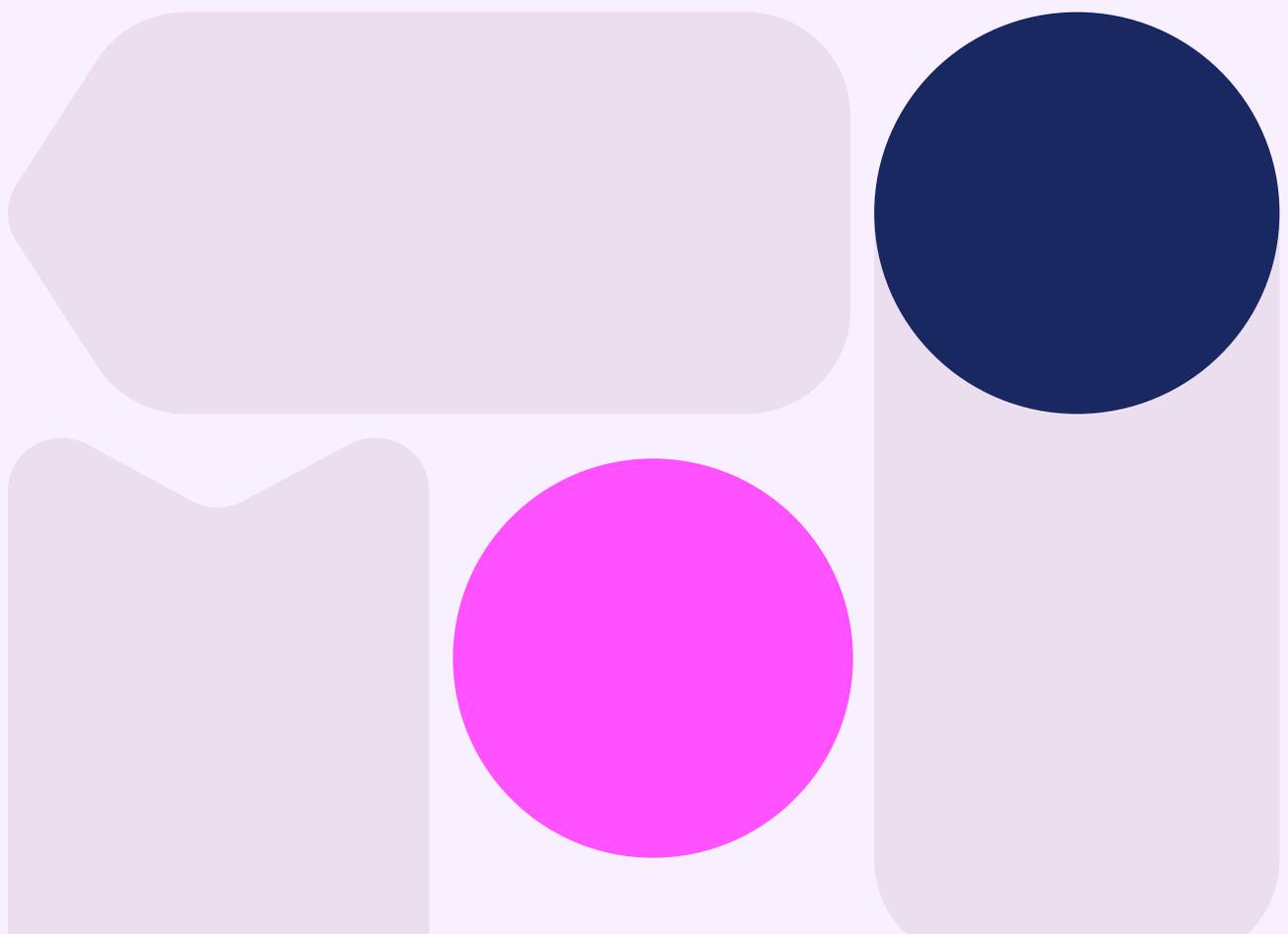
General Questions

How did you learn about Affise, and why did you choose this platform?

We discovered the platform through industry colleagues. After thoroughly researching the market of tracking systems, Affise stood out as the most flexible and user-friendly solution in terms of "functionality/speed/support." The customization options were especially appealing.

What goals did you set when starting with Affise?

Our objective was to build a transparent, flexible, and scalable affiliate network with clear analytics and minimal manual work. Affise perfectly aligned with these goals.



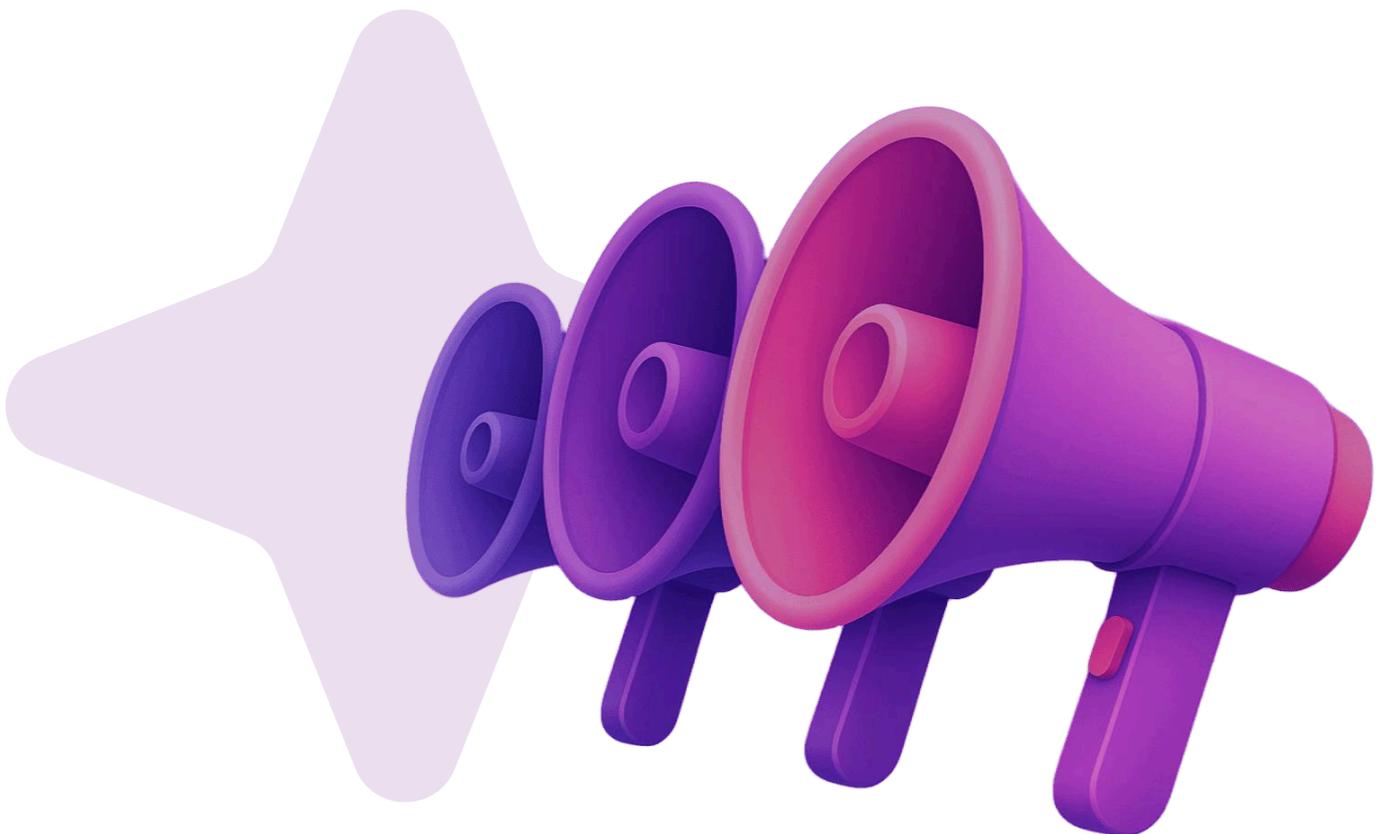
Getting Started with Affise

How quickly did you grasp the platform's functionality? Did you receive support from Affise?

The interface was intuitive. Basic setup and launching test offers took just a couple of days. Support was responsive and efficient at every stage—they even assisted with complex integrations.

What were your first steps in launching affiliate campaigns?

We integrated a set of brands, tested tracking, set up postbacks, and immediately started driving traffic to key geos.



Monetization & Strategies

How did you structure the process of attracting advertisers and publishers?

At KULTRA, we focus on honest analytics, fast payouts, and transparent terms. We provide strong support, open offers, and competitive rates—this helped us attract key partners. Advertisers were drawn to our high-quality traffic and clean, fraud-free stats.

Which Affise tools (Smartlinks, API, automation) helped increase revenue?

Smartlinks and automated rules allowed us to quickly capture untapped traffic. We actively use the API for automation, data exports, and custom analytics. The whitelabel interface and mobile adaptability were also major advantages.

How quickly did you achieve profitability? What were the key metrics (ROI, CR, EPC)?

We received our first partner payouts within the first month and achieved a positive ROI in the same period. Thanks to proper integration, launching high-converting offers, and optimizing the funnel, we fully recouped the platform costs within the first month.

ROI: 100%+ in the first month

CR: Up to 30% on top offers

This gave us confidence in the platform and laid a strong foundation for scaling.

Scaling

How did your business change after implementing Affise?

Our operations became more manageable. We moved away from Excel chaos, gained centralized data storage, and gained full control over all traffic flows.

Did the number of partners/advertisers increase after switching to Affise?

Yes—we saw a **60% growth** in partners within the first three months. Advertisers found it easier to work with us due to transparent stats and reliable payouts.



Tips for Beginners

What advice would you give to agencies just starting with Affise?

Don't hesitate—just start. Study the documentation, structure your offers with scalability in mind, and implement automation rules early to save time.

Do you plan to continue growing with Affise? What new directions are you exploring?

Absolutely. We plan to keep scaling our affiliate network with Affise. Next steps include aggressively expanding into Tier-3 markets, further automation, and streamlining processes. We see Affise as a long-term tech partner growing alongside us.

