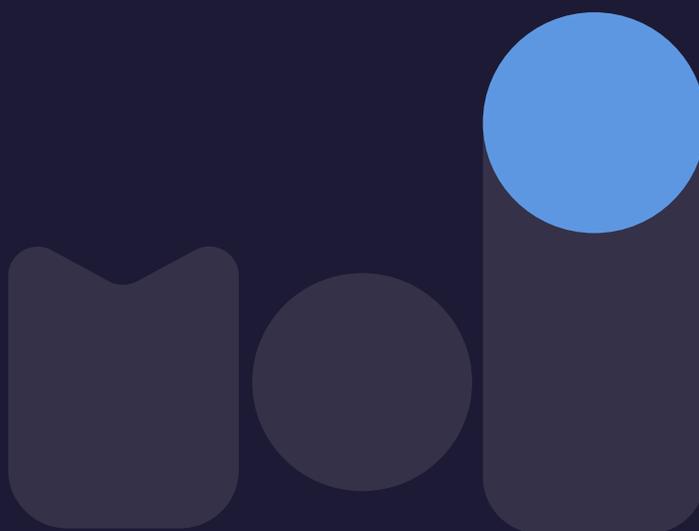


Lead Magnet

Building a Top CPA Network in EdTech with Affise



Tell us a bit more about the history of Lead Magnet. How did the idea of creating a separate company come about?



The story of Lead Magnet is one of perseverance and the relentless pursuit of solutions by its founder, Semyon Verushkin

Nadia Chetvertkova
Chief Marketing Officer

The story of Lead Magnet is one of perseverance and the relentless pursuit of solutions by its founder, Semyon Verushkin. It all began about 10 years ago when Semyon, while managing a large network of VKontakte communities, realized that manual labor was not only exhausting but also a barrier to scaling. Endless routine tasks were hindering growth.

The turning point came when one of the webmasters working with the network recommended a skilled developer. For a relatively modest budget of around 100,000 rubles, the first version of the platform was created. While it was far from perfect and lacked advanced features, it was a breath of fresh air. Semyon recalls feeling a sense of relief for the first time in a long while: routine processes were automated, and the freed-up time could be redirected to more important tasks.

However, the platform soon became a victim of its own success. As the number of webmasters and advertisers grew, so did the workload, and managing everything alone became impossible. The next step was to build a team. This process was gradual: initially, only the developer supported the platform, with one assistant helping Semyon. Over time, the need for a full-fledged team became apparent, one that could take on a portion of the tasks and allow the project to evolve from a convenient tool into a full-fledged company.

Thus began the journey of Lead Magnet – born from one person’s idea and the desire to make work more efficient.



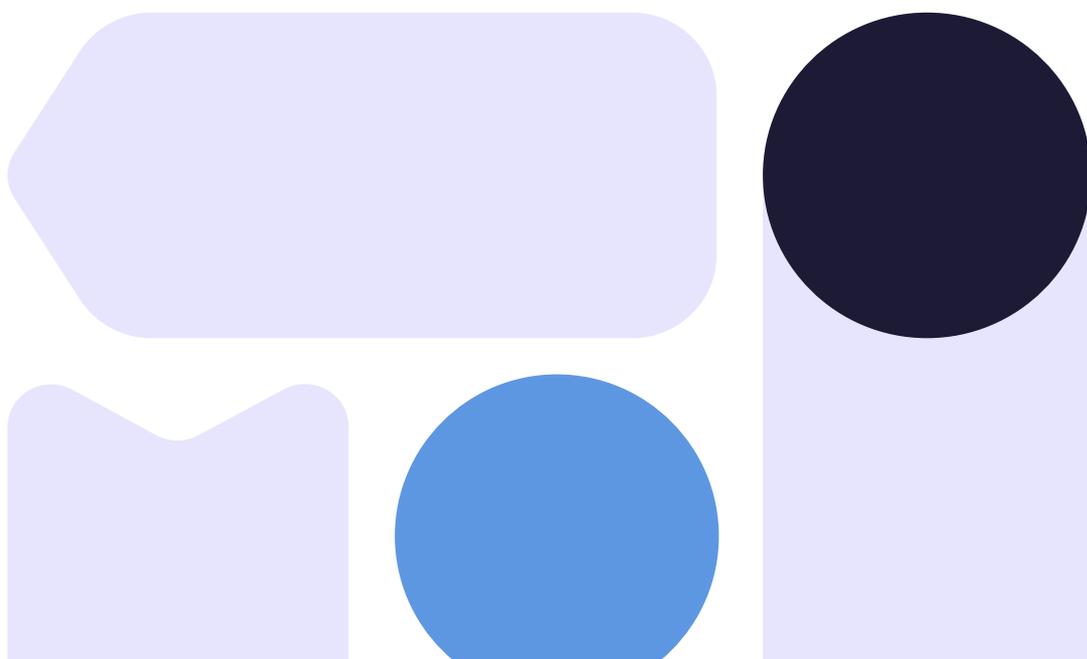
What was your initial business goal, how quickly did you achieve it, and how have your goals evolved as the company grew?

Lead Magnet's initial goal was simple yet ambitious: to create an affiliate program that would not only generate traffic but also deliver tangible value. From the start, the company focused exclusively on promoting "white-hat" online educational projects. These projects are carefully selected to meet high-quality standards and align with the company's values. This is not just a business; it's a mission – to create a positive impact by helping worthy educational products thrive.

As for the goals, they inevitably evolved as the company grew. In the first few years, the focus was on establishing stable processes, increasing the number of partners, and building a reputation as a reliable affiliate program. Once these objectives were achieved, the company began actively scaling.

Today, key goals include developing in-house offers, which allows the company to be more independent and efficient. Another critical direction is the launch of a partner center – a new platform that expands collaboration opportunities and strengthens Lead Magnet's market position.

These shifts in goals reflect the company's commitment not only to growth, but also to staying true to its mission: delivering value and creating quality products for partners and audiences alike.



Did you face any challenges, difficulties, or trials during the company's growth?

Growth is always accompanied by challenges, and Lead Magnet was no exception. Every two years, we face crises that demand radical solutions. This is a natural process: during such periods, some businesses experience rapid growth, while others lose ground.

For example, during the COVID-19 pandemic, when many industries were struggling, our company doubled in size. People were actively seeking new ways to earn income while working remotely, which led to a surge in interest in the educational projects we promote. This period was not only a test but also an opportunity for rapid development.

A key principle of our work is the ability to derive value from difficult situations. Crises push us to rethink strategies, explore new approaches, and strengthen our market position. Challenges are inevitable, but they also temper the company and propel it forward.



At what stage of your company's development did you realize you needed a tracking solution like Affise, and how did you integrate it into your workflow?

The need for a specialized tracking solution like Affise arose during the company's active growth phase, when it became clear that our old in-house system no longer met our requirements. We realized we were missing significant opportunities to increase revenue due to its limitations.

In the early stages, data and processes were conveniently tracked through Google Sheets, but as traffic and the number of partners grew, this approach began to hinder progress. Automation was lacking, and manual management reduced efficiency.

We conducted a detailed analysis of available solutions and chose Affise because it perfectly aligned with our needs. A key factor was its integration with the GetCourse platform, which we actively use. This synergy streamlined processes, automated routine tasks, and freed up resources for strategic development.

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Some players in the market prefer in-house solutions. Why did you decide not to develop your own platform and instead work with Affise?

Creating an in-house platform requires significant resources: time, financial investment, data security, and ongoing technical support. At the time of making this decision, our company was growing organically, relying on its own revenue. This made using a ready-made solution like Affise a more advantageous and rational choice.

Moreover, at the beginning, attracting investments to develop our own platform was not a goal. Affise offered all the necessary tools and features for our tasks, allowing us to focus on scaling the company.

This approach proved strategically sound, providing us with the flexibility and resources for further growth.

Did you consider other platforms besides Affise? If so, what were the reasons for choosing Affise for your business?

Before settling on Affise, we conducted a thorough market analysis of affiliate platforms. After comparing the functionalities of various solutions, we concluded that Affise best met our business needs.

Key factors in favor of Affise included:

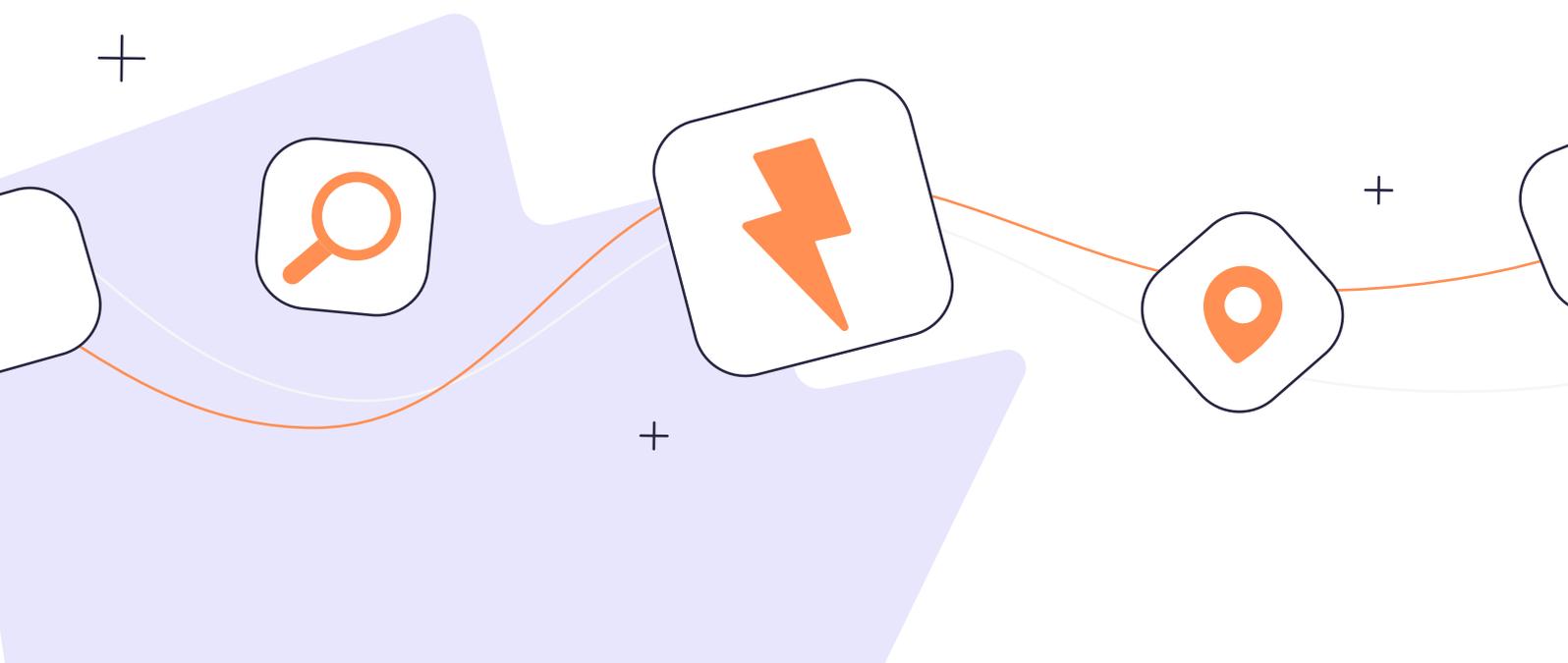
- Product tours for administrators in Russian, ensuring quality onboarding.
- The ability to quickly adjust rates for selected webmasters.
- Tools for easy offer integration and flexible webmaster tagging, crucial for cross-channel analytics.

We highly value Affise's potential for scaling our business. At the same time, we plan to expand Affise's capabilities through integration with our own solutions, including analytics, to create an even more powerful tool for developing our affiliate program.

Was it easy to start working with Affise?

As with any technically complex product, mastering Affise required time and effort, but the results fully justified our expectations. Implementing Affise marked a significant milestone in the development of our affiliate program. Over the years, we've been able to fully unlock its potential and significantly scale our business.

Today, Affise continues to evolve, offering users expanded documentation, multilingual support, and comprehensive onboarding, making the implementation process much easier for new clients. Our experience shows that the time invested in mastering Affise pays off through the numerous opportunities it provides for affiliate program growth.



Did your key metrics change after implementing Affise?

Yes, five years ago, implementing Affise had a noticeable impact on our key metrics. Process automation and improved traffic tracking significantly enhanced our operational efficiency.

However, over time, we began to feel the platform's limitations, which posed challenges for our further growth. Modern demands require greater flexibility and functionality, creating new hurdles with the current solution.

What are your current business goals?

Key areas of development include:

- Expanding into worldwide (WW) markets to strengthen our international presence.
- Creating and developing our own partner center (PC) and in-house offers, making the company more independent and adaptable to market changes.

These goals reflect our commitment to steady growth, strengthening our position, and delivering quality solutions for partners and clients.



How does Affise help you achieve your business goals?

The platform helps us track metrics and assess the quality of traffic from our webmasters, which is critical for successful operations. Thanks to its powerful analytics tools, we can monitor every stage of our work and respond quickly to changes.

What truly inspires us is how Affise supports both newcomers and experienced webmasters. The platform provides them with access to essential information and analytics, enabling them to grow and succeed. We see our partners becoming more successful.

This approach not only strengthens our team but also fosters high loyalty among partners. By leveraging Affise's capabilities, we're not just managing affiliate relationships – we're creating an environment where everyone can thrive.

What features do you use on a daily, weekly, and monthly basis, and why?

On a daily basis, we actively use the Affise API to work with partner and offer statistics, as well as to request information on partners, offers, and billing. Offer and webmaster statistics are key tools for real-time analysis. We also regularly refer to offer and webmaster profiles for detailed information.

On a weekly and monthly basis, the API is used for deeper analysis, report generation, and billing operations. This ensures transparency and efficiency across all processes.



LEAD-MAGNET

The leading CPA network in the **info business** and **EdTech** vertical.

What interesting solutions have you implemented in your work with Affise?

We've automated several processes by parsing data through the Affise API. This has simplified tasks such as connecting new offers, filling out reports, and sending notifications to webmasters. These solutions have significantly optimized our workflow and reduced time spent on routine tasks.