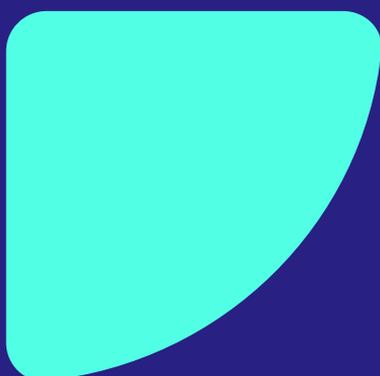
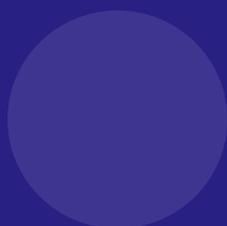


Leadfin.Tech: Streamlining Affiliate Marketing Operations with Affise



Leadfin.Tech

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Leadfin.Tech began its journey focusing on media buying in the financial vertical. Over time, Leadfin.Tech evolved to address both the internal requirements of the parent group and the broader demands of the affiliate marketing industry.

Today, Leadfin.Tech operates as a closed affiliate program that primarily supports its in-house buying needs. The company **has grown to over 30 media buyers and processes more than 100,000 monthly conversions**, showcasing its robust operational capacity and market impact. However, it is actively transitioning towards engaging external markets, aiming to establish itself as a key player in the global affiliate marketing landscape. This shift highlights the company's commitment to growth, adaptability, and meeting the evolving expectations of the market.

Executive Summary

Leadfin.Tech, a group of companies specializing in the financial vertical, faced significant hurdles in managing affiliate marketing operations. These included the need for a reliable tracking solution at the outset of creating their affiliate program and the resource-intensive nature of developing an in-house platform. By choosing Affise, Leadfin.Tech addressed these challenges effectively, leveraging its robust tracking capabilities, user-friendly interface, and responsive customer support to streamline operations and enable steady growth into external markets.

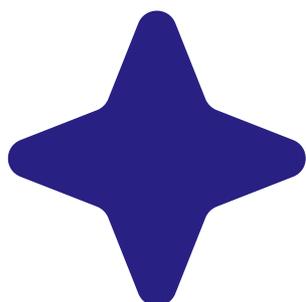
Affise's solution enabled Leadfin.Tech to not only overcome initial operational difficulties but also to lay a foundation for strategic expansion. The platform's adaptability and comprehensive features have allowed the company to meet internal demands while preparing for broader industry engagement. This case study delves into how Affise has become an integral partner in Leadfin.Tech's journey to success.



Challenges

As Leadfin.Tech embarked on creating its affiliate network, the company faced several challenges:

- 1. Efficient Tracking Needs:** The affiliate marketing ecosystem demands precise tracking of campaigns, conversions, and performance metrics. Leadfin.Tech required a solution that could deliver these capabilities from the outset.
- 2. Resource Constraints:** Building an in-house tracking platform required substantial time, financial investment, and technical expertise. This would have delayed the company's entry into competitive markets, impacting its growth trajectory.
- 3. Market Competitiveness:** To maintain a competitive edge, the company needed a scalable, affordable solution that provided advanced functionality like Affise's CAPI and Smartlinks, but also transparency, and seamless integration with existing workflows.



Solution

From the beginning, Leadfin.Tech chose Affise as the cornerstone of its affiliate marketing operations. Key aspects of the solution included:

- 1. Seamless Integration:** The integration process was designed to minimize disruptions. Despite initial learning curves, the system quickly became an intuitive part of daily operations, enabling the team to hit the ground running.
- 2. Comprehensive Functionality:** Affise's platform offered critical features such as transparent statistics, including detailed conversion tracking and performance metrics, a streamlined billing section, and extensive integrations. These capabilities enhanced operational efficiency and reduced the likelihood of errors.

With the recent releases of Custom columns and iGaming report Affise can compete with advanced BI analytical systems.

- 3. Scalable and Cost-Effective:** Affise's ready-to-use platform eliminated the need for resource-heavy in-house development. Its scalability allowed Leadfin.Tech to expand rapidly without compromising on performance.
- 4. Exceptional Support:** Affise's dedicated support team ensured that all technical issues were promptly resolved. Regular feedback loops and updates further optimized the platform's utility.

Affise has had a 98% customer satisfaction score for the past 3 years.

- 5. Customization Options:** The ability to tailor the platform to specific business needs, such as integrating APIs and automating key processes, added significant value to the overall implementation.



“Affise’s transparent statistics, responsive support, and cost-effective pricing have been key to our success. We’ve found a reliable partner in Affise as we continue to grow and explore new opportunities.”

Aleksey

Head of Partnerships department

Results

Since implementing Affise, Leadfin.Tech has experienced notable outcomes, supported by the **growth to over 30 media buyers and achieving more than 100,000 monthly conversions:**

- 1. Streamlined Operations:** Affise has centralized and optimized Leadfin.Tech's tracking, reporting, and management processes. This has enabled the team to focus on growth-oriented strategies rather than routine administrative tasks. For example, there was a situation when Leadfin.Tech risked losing a big advertiser due to inaccuracies in CPC payment calculations and currency conversions. Operating in a niche GEO with specific requirements, even slight discrepancies that often happen in currency conversions could undermine trust and delay the launch of key offers. This issue was particularly critical as it jeopardized partnerships and the company's ability to meet tight deadlines for campaigns. Affise stepped in promptly, with its dev team delivering a tailored solution. Within just 2 weeks, they rolled out an update that ensured precise payment calculations and reliable conversion tracking. This swift action allowed Leadfin.Tech to launch their offers on schedule, retain publisher confidence, and secure valuable revenue streams, highlighting Affise's commitment to client success.
- 2. Business Growth:** With Affise's robust infrastructure, the company has successfully begun transitioning from a closed affiliate program to external market engagement. This marks a pivotal step in its evolution.
- 3. Enhanced Team Efficiency:** The automation of previously manual tasks has freed up valuable time for the team, allowing them to concentrate on high-value activities. The platform's user-friendly tools have further empowered employees to perform effectively.
- 4. Improved Metrics Tracking:** Transparent and real-time data insights have facilitated better decision-making, improving campaign ROI and overall performance.



“Affise helps us to reach our goals with its top-of-the-line support and prompt feedback in case of challenges or inquiries on how to grow.”

Aleksey

Head of Partnerships department

Conclusion

Leadfin.Tech's partnership with Affise exemplifies the power of a well-matched solution in driving business success. By leveraging Affise's capabilities, the company has built a solid foundation for further growth in the affiliate marketing industry. Affise's adaptability, robust features, and exceptional support have been instrumental in enabling Leadfin.Tech to overcome challenges and seize opportunities.

Looking ahead, Leadfin.Tech plans to deepen its market presence, expand its affiliate network, and enhance operational efficiencies further. Confident in the support and flexibility Affise provides, the company is poised to continue its upward trajectory, setting new benchmarks in the affiliate marketing space.

