



Driving Success with Affise:

How Roundler
Enhanced
Marketing
Operations with
Affise



Challenge

Tell us a little more about the company's development history. How did the idea of creating the company come about?

Roundler is a part of the Ionvo Group, which has extensive market experience in various Latin American countries, offering marketing solutions to major advertisers. With significant expansion in recent years, the group considered entering the Brazilian market, leading to the launch of Roundler in Brazil in October of last year. This strategic move aims not only to offer affiliate marketing but also advanced programmatic media, thereby expanding its service portfolio and creating new opportunities for brands and partners in Brazil.



Challenge

At what point in your company's development did you realize you needed to incorporate a solution like Affise into your business operation?

From the very beginning of Roundler, **we recognized the need for a robust tracking and integration platform** to support our business operations. To effectively manage and optimize our marketing campaigns, **it was essential to have a reliable system in place** for tracking performance metrics, integrating with advertiser platforms, and managing affiliate relationships.



Have you considered other platforms besides Affise? If yes, what factors prompted you to choose Affise to implement in your business?

We did not consider any other solution besides Affise. As a company within the Ionvo Group, we benefited from the group's prior experience and success with Affise as their tracking platform. This existing relationship provided several advantages. Firstly, **it ensured compatibility and seamless integration** with the group's systems and processes, facilitating smoother operations and data sharing. Secondly, **we could leverage the Ionvo Group's expertise and familiarity with Affise**, reducing the time and resources required for training and onboarding.

Solution

Was it easy for you to start working with Affise?

Yes, starting with Affise was incredibly easy. The platform is designed with user-friendliness in mind, featuring **an intuitive interface that guides new users through each step**. From setting up campaigns to managing affiliates, the workflow is straightforward and well-documented. Comprehensive tutorials and support resources also eased the onboarding process. Overall, **Affise's ease of use significantly reduces the learning curve**, allowing users to quickly and efficiently leverage its powerful features for their affiliate marketing needs.

What are your current business goals? How does Affise help you achieve them?

Our commercial team focuses entirely on bringing new advertisers to Roundler. These clients come from different segments, with varying investment shares and KPIs. We use Affise extensively to help the commercial team **understand in detail how their clients' deliveries are being made, identify essential partners in the delivery, and explore additional digital strategies**. This insight helps achieve the company's objectives for the year. **Affise is an essential tool for metrics**, which we analyze to maximize the delivery of results.

What functionality do you use on a daily/weekly/monthly basis? Why?

For daily analysis and operational tasks, I use the **conversions, offers, affiliate registrations, and advertisers sections**. The team also uses the billing section for affiliates on a daily basis.



Benefits

Would you recommend Affise to other companies in your sector considering implementing a tracking platform in their processes? If so, why?

Yes, we would recommend Affise.

It is an intuitive platform with an interface that makes it **easy to monitor, analyze, and optimize campaigns efficiently and practically**. Additionally, **Affise offers an exceptional level of security**, ensuring that our client's data and our own are always protected, which provides peace of mind and confidence when using it.