

# How Tappx Boosted Its Agency Marketing Success Using Affise





Tappx is an AdTech company that offers innovative app monetization, user acquisition, and advertising solutions for mobile publishers, app developers and advertisers.

## Please share some insights into the history and background of your company?

Our story began in 2013 with our CEO and CTO attempting to promote a new e-commerce mobile app. Experiencing the difficulties related to monetization and user acquisition, they decided to build a cross-promotion community capable of solving these challenges.

That was the beginning of Tappx, which nearly a decade later, has evolved into an SSP and User Acquisition agency focused on driving results to its Advertisers.

Our traffic sources include apps from our App Studio, exclusive inventory from our cross-community of developers via our proprietary SDK and directo Publishers connected to our SSP. We also have a media buying team that acquire direct traffic in a transparent way from trusted DSPs and Exchanges in the industry. We can also help our Advertisers with new creative concepts and help them design engaging banners & videos.

## **What specific challenges or issues prompted you to seek out Affise as a solution?**

We used our own ad server for our SSP programmatic activities. When we considered building up a performance department, we considered a more cost-effective choice to outsource a tracking solution to a third-party company, Affise was the best choice and our partnership started.

## **Could you share the reasons behind choosing Affise as the platform for developing your business?**

Affise is the best cost-effective choice as opposed to building an inhouse solution, and the speed and quality of Affise customer care team is outstanding.

## **What aspects of the Affise platform were most appealing to you when considering starting a partner program?**

Ease of use, fast responses and all the features we needed to track our performance-based campaigns.

## **Can you specify what aspects of Affise gave you that particular feeling? Also, does it help automate your routine processes?**

In terms of automation, we were able to easily connect via API with Affise to fetch data to our internal system. Also CPAPI allowed us to reach and integrate more advertisers just in a few clicks.

## **What were your goals at the start of the business? How did Affise help you to achieve them?**

Increase our portfolio of demand partners and be able to track and manage our media buys using Affise as a platform.

## **We know that you started from Enterprise plan in December 2017 and upgraded it to higher Custom plans during these years. Why did you decide to make such changes? What were the reasons? Did you want to have additional features or was it due to traffic volume growth?**

We've increased enormously our activity since 2017, and we had to adapt the plan to our ever-changing needs. Affise was ready to help us providing solutions that were not only flexible to our changing needs but also adjustable whenever required.

## **Why did you choose mobile apps vertical to start partner marketing business? How does Affise help you to work in this vertical?**

Tappx is an in-app SSP and we started with apps only. Now we are shifting to a wider range of products and are also setting web campaigns on different models (CPC, CPA) with the help of Affise.

## Considering your use of various API integrations with billing and analytics systems, how have these integrations contributed to scaling or enhancing your business?

It helped us to streamline the process of fetching data and be aligned with our system.

## Smartlinks, CR and Click automation, User roles, Custom dashboards. How do these features assist you in day-to-day activities, business processes? What can you highlight in their functionality?

We haven't used smartlinks, but we did use the automation tools before. This is the only feature that we think needs some improvement. These tools work well, but maybe they could be a bit more accurate, probably because of the update frequency.



## What Affise solutions do you use in your daily/weekly/monthly activities? Why?

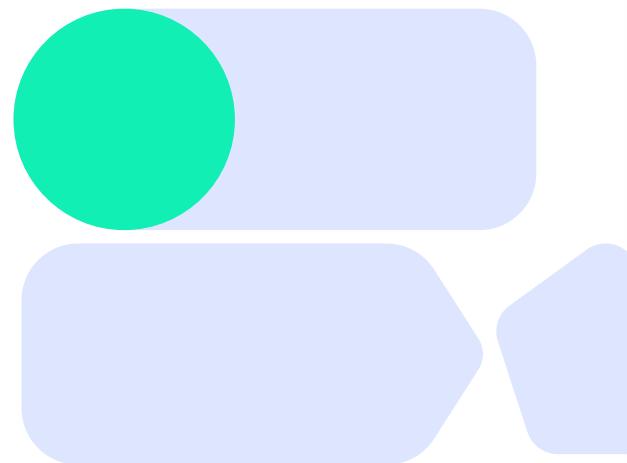
Setting up campaigns and conducting data analysis using Affise, which offers a vast array of reporting options, ensures accurate and clear analytics.

## Has Affise played a role in fostering stronger, more lasting relationships with your customers? If so, why?

Yes during the time CPAPI helped us to ease the process of integrating with advertisers.

## Let's imagine that you suggest using Affise to your business partner. How will you describe Affise?

As a simple to use tracking tool with all the features needed to set up a network, from integration and campaigns set-up, optimization, to data visualization and even billing.



## What was your biggest challenge of 2022-2023? How did you overcome such a challenge? Which Affise tools did you use for it?

As we work with Apps, Appsflyer and Adjust started rejecting non direct traffic, so most of our affiliation activity decreased to -95%. That's why we focus now mostly on inhouse media buying and, Affise is currently helping us to test other type of demand like web campaigns that don't require MMP connection.



## What are your plans for the next 1/3/5 years?

Web is where we see the scalability with Affise as there are no MMP links involved.

## What are your business goals now? How does Affise help you to achieve them?

My business goal is to increase the media buys for our web campaigns, and for that we use Affise to set all of our offers as a single platform to unify all activity with revenues and costs.