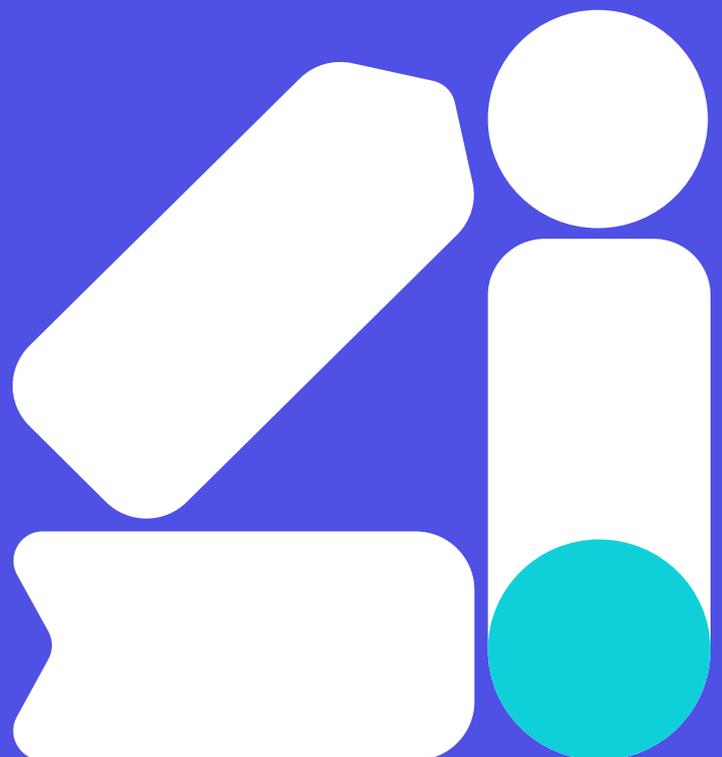
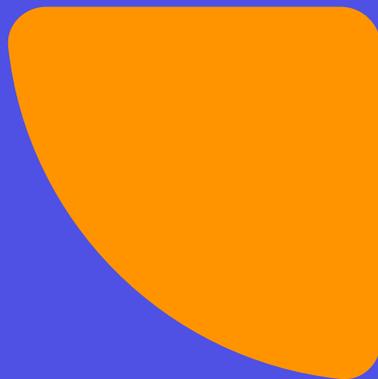


**ZM team and Affise:
centralized media
buying
management within
a huge corporation**





“We began cooperating with Affise precisely when our company reached full working capacity. To manage these massive processes within the holding, we needed a thorough and structured organization of work. It was necessary to efficiently organize and monitor workflows and facilitate easier data exchange. Therefore, we required a solution that would provide centralized traffic management for all media buying teams within our large holding company. That was the main task we addressed by integrating with Affise.”

Yaroslav Babych
CCO ZM Team

Let's talk about your company's history. What made you set up a separate ZM team as part of the holding?

The ZM team, a specialized media buying division within the ZM organization, was founded years ago. Throughout its history, the ZM team has been strengthening its leading position. Within the ZM holding, several successful initiatives are underway, including the media buying division ZM team and ZorbasMedia, a pioneering media project well known for its comprehensive insights into the affiliate marketing world.

ZorbasMedia and the ZM team operate independently, each with its own objectives and strategies. Our current focus is on boosting the visibility of our media buying efforts. The ZM team has emerged as a top player in the iGaming sector, positioning itself as a stand-alone venture.

Our exceptional reputation in the industry is well-established, earning respect from both marketers and advertisers. The depth of our expertise and the extensive scope of our activities are clearly demonstrated. The well-developed infrastructure of our departments enables us to accommodate the needs of nearly 200 media buyers, offering global advertisers access to traffic sources like Facebook, PPC, and SEO.

What was your original business objective? How long did it take to reach it? How have your objectives evolved over the company's history?

Initially, our aim was to grow and scale our team while building a robust infrastructure to ensure steady revenue. Today, we collaborate with well-known advertisers globally, delivering a considerable volume of traffic for iGaming products.

From a small team, we've expanded into a large organization with our media buying efforts. We've established an outstanding infrastructure that enhances the profitability of ZM media buying teams and the quality of traffic. Additionally, we've launched an app development division where ZM experts create leading AI solutions for Android and iOS, thereby introducing another external service, ZM apps.

As you can see, our objectives have shifted as the company has grown. Our current focus is on scaling the business and diversifying our traffic sources. Our goal is to become one of the top media buying agencies in the industry, fostering strong connections with all stakeholders and engaging in transactions based not only on CPA but also on other models.

The ZM team is on track to meet these objectives, yet new goals and business aims continually arise, pushing us to expand our scope.

What are the typical challenges media buying companies encounter when they start their business?

Young businesses may have difficulties with coming into the spotlight, gaining credibility, and making their first significant deals. To tackle these challenges successfully, a start-up should gather a team of real professionals, educating them and streamlining the internal workflows in such a way that all the departments can connect and interact effectively.

With respect to growth and scaling, increase in budgets and staff can also become a challenge. Developing a media buying company always requires an increase of spending as well as expanding staff to gain new opportunities and work with advertisers of other geographic locations. Besides, a new company should gain expertise in different approaches to handling traffic.

Facebook is easily one of the most popular traffic sources, number one in volume of traffic, but any business needs diversification. Apart from app development, digital marketing also requires mastering PPC, SEO, In-App and other strategies. If you want to scale and grow, you have to invest your time and money into new sources and testing.

All in all, structure, reputation, budgets, and strategy are the challenges that any media buying company inevitably encounters. Otherwise, business development is impossible.

Did you experience any problems during these stages?

Definitely, any company has to face these challenges or others, especially at the initial stage.

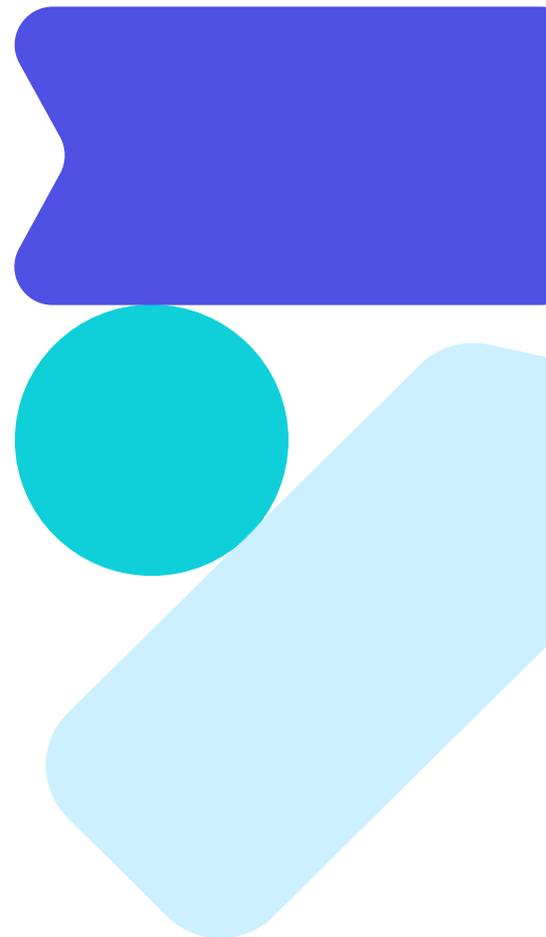
We began cooperating with Affise precisely when our company reached full working capacity. **To manage these massive processes within the holding, we needed a thorough and structured organization of work.** It was necessary to efficiently organize and monitor workflows and facilitate easier data exchange.

Therefore, we required a **solution that would provide centralized traffic management for all media buying teams within our large holding company.** That was the main task we addressed by integrating with Affise.

What was the exact moment when you understood that you needed an Affise-like solution for better management of your in-house processes?

When ZM team won the position of one of the market-leading media buying companies, we felt that we needed a smart solution like Affise.

Before turning to Affise, we had already tried other solutions to solve our current tasks. However, all roads were leading us to Affise. As some participants in the iGaming industry also work with Affise, we've made a decision to integrate Affise into our workflows, too.



Some market players prefer developing their own solutions. Why have you opted for Affise instead of developing an in-house platform?

In-house solutions are very good. There are such advantages as full customization, freedom from long agreements, independence in decision-making.

At the same time, there are some difficulties. In-house solutions usually involve a long development process followed by a testing stage. Moreover, great risks arise. The traffic is likely to be transferred gradually so as not to risk large volumes of traffic. It's hardly a good idea to jeopardize all the traffic when you're testing a new platform.

Thus, we've chosen Affise not only as a ready and convenient solution, but also as a platform able to adapt to changes quickly. Due to the nature of the industry, this is the most important advantage.

Did you take into consideration other similar platforms? What were the deciding factors in favor of Affise?

Other platforms under consideration posed such problems as an awkward interface or long response time from support service.

We were sure that **cooperation with Affise would be easy, prompt, and as effective as possible**. The source of this confidence is also my personal acquaintance with representatives of your company.

Was it easy to start cooperation with Affise?

It is always difficult to undertake significant restructuring inside a huge holding. It is indeed a complicated process when you have to transfer a considerable volume of traffic into a new platform, even if this platform is high-quality and very adaptive.

In the case of ZM, we've decided not to transfer all the traffic to Affise. **Instead, we've integrated Affise into the already established connection between our trackers and those of advertisers.** That made Affise a sort of 'offer wall' for all the deals. Such a solution has allowed us to accumulate all our regulating, setting, and monitoring processes in just one place, notwithstanding any particular tracker.



Have your key metrics changed with Affise integration?

The key metrics have not changed. Instead, the task was to keep the process of tracking metrics just as convenient and simple as it had been before. We tried our best to make this transition to a new system as painless for the team as possible.

What are your business goals at present?

Our goals are practically the same. The integration is successfully finished, the working process is well-organized. So, now we're actively improving our in-house workflows.

We're looking forward to new upgrades from Affise. At present, there are interesting innovations that meet our needs. These are connected with iGaming metrics and with caps that are now displayed in personal accounts.

Also, we're constantly working on improving interactions between all the units of ZM holding – financial and technical specialists, media buyers and managers. Their daily comfort, convenience, and access to necessary information are the primary tasks.

In what way does Affise help you achieve your goals?

Affise contributes to achieving our goals to a great extent thanks to its adaptivity and commitment to meet our needs. We're sure that any new business objectives will be successfully integrated into the holding's workflows with the support of Affise.

What Affise features do you use daily, weekly, and monthly?

We use personal account features, admin panels, and creation and editing features for offers. Also, our Telegram bots based on API Affise are monitoring caps.

Reg2Dep, Click2Reg, and EPC are also constantly monitored metrics, and so are caps and payments. Up-to-date information on offers and lendings and other relevant information for advertisers and BizDev managers – all of this is now concentrated in one and the same place, Affise.

You're an active API Affise user. How difficult was it to integrate API Affise into your workflow? What is the impact on your effectiveness?

I cannot say that integration of API Affise into our business processes was difficult. The API integration was customized in such a way that our Telegram bots could immediately react to all the changes in offers, caps, and rates.

Moreover, we've set up sending notifications when an offer is created or closed, or when there are any changes to terms and conditions. Thus, now our account managers don't have to constantly monitor offers to keep the team informed. Previously, it was a manual task.

Such customization and optimization allows for significantly faster workflows. **I believe that API Affise has even more to offer. We're going to continue our cooperation to leverage API Affise to its full potential.**

