



# Affise Media-kit

2019

# Who We Are?

Affise is a SaaS Marketing Platform for advertisers, agencies, and networks to manage, track, analyse and optimise their online advertising campaigns in real-time.



**4 years**  
in the industry



**100+ professionals**  
with over 10 years of  
experience



**1000+**  
happy clients



In more than  
**50 countries**

Affise is created for affiliate marketers by affiliate marketers. We used our experience to develop the platform that allows you to create, kickstart and manage your affiliate network in the most efficient way

# Our Awards

Industry experts and customers appreciate the quality of our products and services and regularly honour our team with the prestigious awards, recognizing our leadership on the market.



2018 Award



Awarded by **FinancesOnline**



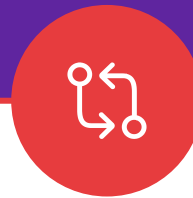
Awarded by **FinancesOnline**

# Affise Perfectly Meets the Needs of

04



**Advertisers**



**Affiliate Networks/  
Agencies**



**Publishers**

# Affise Offers Everything You Need

for your affiliate business

05

- 1** | **Kickstart & run**  
your affiliate network
- 2** | **Track**  
clicks, conversions, impressions
- 3** | **Optimize**  
your ad campaigns in real time
- 4** | **Automate**  
routine tasks
- 5** | **Choose the technology stack**  
For better and safe performance

# What Makes Affise the Best Software



## Highest RoI & Budget Control

Predict your budget and save up to 90% of your costs as we do not charge for clicks



## Feature-Rich API

Seamless integration & managed API integration service



## Full-cycle Customer Service

Smooth Onboarding process, devoted CS manager & 24/7 Technical Support

# Affise Key Features

## Real-time Statistics

Affise provides you with detailed, real-time statistics with over 50 slices (breakdowns) of data that you can trust

## Unique Automation Tools

The latest technologies allow to leverage scalable and highly customizable system that minimizes human errors and maximizes KPI

## Multi-currency and payout

With Affise you can set price for each payout by CPC, CPM, RevShare or combine these options, as well as use as many currencies as you need

## AI-based Smartlinks

Using the technology of machine learning, SmartLink chooses the offers itself, maximizing your profit on certain traffic

## Smart Targeting

Tap into specific markets and increase CR. Access best-in-class global IP datasets for more accurate geo-targeting and tracking

## Advanced Caps

Setting conversions and budgetary limits for your affiliates prevents you from losing traffic and gives you full control over the spendings

A decorative graphic on the left side of the slide features a variety of colorful geometric shapes including circles, squares, triangles, and lines in shades of yellow, red, green, blue, and white, scattered across a dark purple background.

# Product Highlights

Crucial Ingredients to Build Your Advertising Strategy



# Smart Targeting

prevents the major red flag of all ad campaigns: receiving traffic from bots, proxies and undesignated audience

GENERAL TRACKING **TARGETING** AFFILIATES POSTBACKS PAYOUTS CAPS CREATIVES LANDING PAGES PLUGINS

**Enable GEO restrictions**   
ⓘ If the traffic does not comply with OS, Device, ISP-carrier restrictions - it will be redirected to the trafficback/preview URL.

**OS**

**Devices**

**Mobile carriers**

**Connection type**

**Vendors**

**Allowed sub account 1**  **Block**   
ⓘ

**Allowed sub account 2**  **Block**   
ⓘ

**Sub1 AND Sub2 restrictions**   
Traffic, falling under the condition of any pair of sub1 & sub2, will be sent to TrafficBack

**Block traffic if**  is empty

Added values will work as whitelisting. For blacklisting values please click on the "Block" button. Write one or more values delimited by comma to filter sub accounts.

[Sub filters documentation](#)

# Payouts

allow to set the price for conversions on the basis of its type (fixed/ revenue share), GEO, device, OS, subsources, currency

The image displays two screenshots of a software interface for configuring payouts. The top screenshot shows a general goal configuration, and the bottom screenshot shows a 'Personal payout' configuration.

**General Goal Configuration:**

- Country:  Exclude ⓘ  
Canada, United States
- Cities:  With regions ⓘ  
All
- Devices:  Mobile
- OS:  iOS
- Sub1, Sub2, Sub3, Sub4, Sub5, Sub6, Sub7, Sub8
- Total: ⓘ 1
- Payouts: ⓘ 0.5
- Currency: USD
- Goal value: ⓘ 1
- Goal title: Install
- Payment type: Fixed amount

**Personal payout Configuration:**

- Affiliates: ⓘ  
(5) Gigi Tamez Carrar
- Country:  Exclude ⓘ  
Canada, United States
- Cities:  With regions ⓘ  
All
- Devices:  Mobile
- OS:  iOS
- Sub1, Sub2, Sub3, Sub4, Sub5, Sub6, Sub7, Sub8
- Total: ⓘ 100
- Payouts: ⓘ 80
- Currency: USD
- Goal value: ⓘ 1
- Goal title: Install
- Payment type: Percent

# Cap Management System

controls the number of conversions and budget spendings do not exceed preliminary set limits

Caps management

Caps:

Timeframe	Type	Value	Goal	Affiliate	
Day ▾	Conversions ▾	100000	<input type="button" value="x All"/>	All Each Select <input type="text"/>	<input type="button" value="-"/>
Month ▾	Conversions ▾	3000	<input type="button" value="x All"/>	All Each Select <input type="text"/>	<input type="button" value="-"/>
Day ▾	Conversions ▾	100	<input type="button" value="x All"/>	All Each Select <input type="text"/>	<input type="button" value="-"/>
Day ▾	Conversions ▾	60	<input type="button" value="x All"/>	All Each Select <input type="text" value="x (5) Gigi Tamez Carranza x"/>	<input type="button" value="-"/>

OverCap

Hide caps in partner interface

Timezone

Conversion status for caps count

Caps Top

Offer	Period	Type	Progress
Angry Birds (11)	All	Conversions	<div style="width: 35%;"><span>35 / 100 (35%)</span></div>
Underworld (617)	Day	Conversions	<div style="width: 20%;"><span>1 / 5 (20%)</span></div>

# Statistics

stores, analyses the data in order to predict and optimize the future advertising activities

Custom
Daily
Conversions
Advertisers
Accounts managers
Affiliates managers
Offers
Affiliates
Referrals
Countries
Cities
OS
Goals
Devices
SmartLinks
Mobile ISP
Connection type
Landing
Affiliate postbacks
Server postbacks

Retention rate
KPI
Comparison report
FraudScore

General statistics

[Get shared report's link](#)  With hold

Date	Traffic		Impressions	Conversions												CR	EPC	Total		Payouts	Earnings	
	Hosts	Clicks		Total		Pending		Declined		Hold		Approved		Qty	Null			Income				
				Qty	Income	Qty	Income	Qty	Income	Qty	Income	Qty	Income									
2019-01-04	3	9	0	3	0.3501	0	0	0	0	0	0	0	0	3	0.3501	33.33 (1:3)	0.0389	3	0	0.3501	0.0875	0.2626
2019-01-05	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0 (0:0)	0	0	0	0	0	0
2019-01-06	12	23	0	11	1.100	0	0	0	0	0	0	0	11	1.100	47.83 (1:2)	47.8261	11	0	1.100	550	550	550
2019-01-07	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0 (0:0)	0	0	0	0	0	0
2019-01-08	6	61	0	1	0.1194	0	0	0	0	0	0	0	1	0.1194	1.64 (1:6)	0.002	1	0	0.1194	0.0298	0.0895	
2019-01-09	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0 (0:0)	0	0	0	0	0	0
2019-01-10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0 (0:0)	0	0	0	0	0	0
<b>Total</b>	<b>21</b>	<b>93</b>	<b>0</b>	<b>15</b>	<b>1 100.4695</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>15</b>	<b>1 100.4695</b>	<b>-</b>	<b>-</b>	<b>15</b>	<b>0</b>	<b>1 100.4695</b>	<b>550.1173</b>	<b>550.3521</b>	

# AI Smartlinks

ensure that offers will be shown to the designated user thereby maximizing your profit on certain traffic

Dashboard Statistics Offers Advertisers **SmartLinks** Affiliates ▾ Tickets ▾ Billing ▾ Users ▾ News Settings Export

SmartLink categories Add

ID	Name	Domain	Use https	Description	Offers	Actions
5b041b55428e04004144b962	Games	csdemo.go2affise.com	Yes	All offers from "Games" category	3	
5b55ae79428e04003b576c52	Gambling	csdemo.go2affise.com	Yes	All offers from "Casino" etc categories	4	
5b9927d1f3136d004010f2b2	Adult	csdemo.go2affise.com	Yes	adult offers only	2	
5b9b60aef3136d003c3112b2	Crypto	csdemo.go2affise.com	Yes	All offers from "Crypto" category	0	

# CPAPI

the first technology which automates the process of pulling and synchronising offers from advertisers to Affise

Demand sources

Search by title or ID All

Show 100 entries

ID	Source Type	Title	Status	Last Updates	Offers	Actions
4	hasoffers	Our Advertise	Invalid Credentials	2016-10-02 12:31:24 2016-09-30 14:00:50	2109	Edit Delete
9	hasoffers	AdNetwork	Ready	2016-10-11 11:33:14 2016-09-28 10:00:45	595	Edit Delete
50	hasoffers	Meimedia	Ready	2016-10-11 12:29:32 2016-10-07 09:10:09	3720	Edit Delete
51	avazu	MobileUppers	Ready	2016-10-11 11:45:02 2016-09-30 14:00:09	9278	Edit Delete
66	hasoffers	Performance	Invalid Credentials	2016-09-28 09:41:53 2016-09-28 10:00:39	1153	Edit Delete
67	fuseclick	Tycoons	Offers processing	2016-10-11 11:07:01 2016-10-06 12:30:29	40770	Edit Delete
72	cake	Cat network	Ready	2016-10-11 11:45:07 Not carried out	1	Edit Delete

Showing 1 to 7 of 7 entries

Previous 1 Next

Demand offers

Search by title or ID All Demand Sources

Show 10 entries

Logo	ID	Title	Demand Source	Status	Preview Url	Tracking Url	Payment Model	Payout
	117251	Offer [Android] TR, BR	Mobile Network	suspended	<a href="#">Preview</a>	<a href="#">Tracking</a>	3\$	Fixed
	117253	Offer [Android] UA	Everyads	suspended	<a href="#">Preview</a>	<a href="#">Tracking</a>	2.5\$	Fixed
	117254	AliExpress [Android] US, FR, IT	Everyads	suspended	<a href="#">Preview</a>	<a href="#">Tracking</a>	0.05\$	Fixed
	117255	Offer [iOS] BY	Everyads	suspended	<a href="#">Preview</a>	<a href="#">Tracking</a>	30%	Percent
	117256	AliExpress [iOS] CA, DE, PT	Everyads	suspended	<a href="#">Preview</a>	<a href="#">Tracking</a>	1.3\$	Fixed
	117257	Offer [iOS] DK, FI, NO, IE, SE	Everyads	suspended	<a href="#">Preview</a>	<a href="#">Tracking</a>	0.5\$	Fixed
	117259	Offer [iOS] ES	Everyads	suspended	<a href="#">Preview</a>	<a href="#">Tracking</a>	45\$	Fixed

# CPAPI

the first technology which automates the process of pulling and synchronising offers from advertisers to Affise

cpapi.affise.com

Demand Campaigns Export Tracking systems hey@affise.com

Campaign

Title Campaign\_75

Active

Tracking system My Affise

Advertiser IconPeak\_090 Refresh Advertisers

Privacy protected

Margin 75

Offer Status Active

State	ID	Network Type	Title
<input type="checkbox"/>	60	axonite	EuAdvertising
<input checked="" type="checkbox"/>	45	hasoffers	Mobile Network
<input type="checkbox"/>	62	fuseclick	RandomBanners
<input type="checkbox"/>	61	cake	Macaroon Mobile
<input type="checkbox"/>	59	axonite	AppThis

Search:

Suggest a new source













AdmitAD Available	AdTiming Available	Adxperience (Hubscale) Available	Affise Available	Afftrack Available	AppLift Available
Appromoters Available	AppThis Available	Avazu Available	Axonite V8 Available	Axonite V1 Available	Cake Available
Clicksmob Available	ClickAd Available	DCypher Media Available	echo226 Available	Fuseclick Available	IronSource Available
glispa	has offers	WARSFeeds	minimob	MobAir	MOBIDEA

affise.com/source/create#

# Marketplace

A place for you to integrate with best services for billing, fraud detection, BI event streaming, CR optimization, lead generation and a lot more

Marketplace

 <p><b>Affilitest URL checker</b></p> <p>Smart validate system checks the landing page of the tracking links in order to avoid sending traffic to broken links.</p> <p><a href="#">Use It</a></p>	 <p><b>Forensiq</b></p> <p>Forensiq uses machine-learning and advanced bot fingerprinting to identify ad fraud so you can eliminate costly marketing spend.</p> <p><a href="#">Use It</a></p>	 <p><b>FraudScore</b></p> <p>FraudScore reports on the quality of mobile ad campaigns &amp; saves budgets from paying for fraudulent installs and conversions</p> <p><a href="#">Use It</a></p>	 <p><b>FraudShield by 24Metrics</b></p> <p>Fraudshield uncovers all the bad conversions and provides you with details for individually rejecting them down to product level.</p> <p><a href="#">Use It</a></p>
 <p><b>Fraudefence</b></p> <p>Next Gen Advanced Fraud Prevention</p> <p><a href="#">Use It</a></p>	 <p><b>AdopSolutions</b></p> <p>Automate your optimization by blocking fraud and high/low CR sources automatically</p> <p><a href="#">Use It</a></p>	 <p><b>CPAPI</b></p> <p>CPAPI The Best Way for Campaign Automation</p> <p><a href="#">Use It</a></p>	 <p><b>billoid</b></p> <p>Billoid The Billing Intelligence Solution</p> <p><a href="#">Contact Us</a></p>
 <p><b>Alibaba Cloud</b></p> <p>Real-time event streaming to your BI</p> <p><a href="#">Contact Us</a></p>	 <p><b>Amazon AWS</b></p> <p>Real-time event streaming to your BI</p> <p><a href="#">Contact Us</a></p>	 <p><b>HubSpot</b></p> <p>Automatically send leads and conversions to HubSpot</p> <p><a href="#">Coming Soon ...</a></p>	 <p><b>Marketo</b></p> <p>Automatically send leads and conversions to Marketo</p> <p><a href="#">Coming Soon ...</a></p>



# Parallel Tracking

Affise special technology enables Google Parallel Tracking which ensures that clients are not losing traffic sources

Integration pixels ⓘ

S2S (Postback)

Image

JavaScript

Iframe

AdWords

```
<!--Offer Conversion: Test Offer - Rev-share [WW] -->  
<script language="JavaScript" type="text/javascript"  
src="https://csdemo.go2affise.com/gclid.js"></script>  
<!-- End Offer Conversion -->
```

To work with Google AdWords parallel tracking, you need to put this script to your landing page. More information [about Google AdWords parallel tracking settings](#)

# Integration types

- C2S** — client to server connection by means of a piece of code implemented into the promoted product
- S2S** — server to server connection by means of postbacks used to inform that the conversion occurred
- API** — connection by making requests to the system via special methods

A decorative graphic on the left side of the slide, set against a purple background. It features a variety of colorful geometric shapes including circles, squares, triangles, and lines in shades of yellow, red, blue, green, and white. Some shapes are solid, while others are hollow or have a thick outline. The shapes are scattered and appear to be floating or falling from the top left towards the bottom right.

**Enhance Your Business with Affise**

# Quick and Easy Start

Start your  
Affiliate Program



Round up your  
team



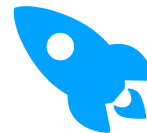
Get the most from  
Affise experience



Drive up your  
business



Reach even more



# Trustworthy Customizable Solution

## Core Solution

Tracking & Statistics  
—  
Billing  
—  
Flexible User Management  
—  
Scheduled Reports and Actions  
—  
Smartlinks  
—  
Advanced Caps & Payouts

## Reliability

Awards  
—  
500+ Clients  
—  
Offices Worldwide  
—  
Affise Plans' Broadcasting  
—  
Integration with Leading Solutions

## Care & Support

24/7 Support  
—  
Dedicated CS Manager  
—  
Academy  
—  
Personal Meetings  
—  
Smooth Migration

## Smart Decisions

Predictive conversion-based costs  
—  
Individual Pricing  
—  
Alert System

## Customization

Design  
—  
Whitelabel  
—  
Feature-rich API  
—  
BI Tools  
—  
Marketplace

## Income Growth

Automation & Optimization tools  
—  
CPAPI  
—  
Monetization of any traffic type

# Thank You

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