



HOW FPK MARKETING MONETIZED NON-TARGETED TRAFFIC USING AFFISE

Challenges

Since 2016, FPK Marketing has been featuring mobile traffic sources from all countries and matching mobile app advertisers with worldwide traffic. FPK Marketing needed a reliable platform that empowers its team with advanced functionality to continue delivering the best result to its clients.

One of the biggest challenges for the company was setting up its business processes for a team of 7 people. For that, they were looking for a platform to automate daily operations enabling the team to have time to build relationships with advertisers and affiliates. Another challenge for them was managing an ever-changing list of live offers and a large amount of traffickback, which reduced monetization opportunities for campaigns from hundreds of advertisers.

The search for a platform with robust automation tools brought FPK Marketing to Affise.

“The first Affise demo was so clear. I felt I'd been working with the platform for 10 years.”

Nikita Piatokha, Head of Business Development and Partner Relations, FPK Marketing



FPK Marketing is a performance-based digital marketing company that offers solutions for advertisers looking to drive quality visitors to their apps and mobile-optimized campaigns and publishers aiming to monetize their traffic. They provide the best ROI results and value for hard-earned traffic to their client's thanks to their years of experience in the mobile advertising industry.

“We use Checker to control offers' availability on the advertiser's side, and it helps us to save traffic costs for affiliates and establish trustful partnerships with them. As a result, traffic redirection from disabled offers to live ones increased our income by 10-12% monthly.”

Nikita Piatokha, Head of Business Development and Partner Relations, FPK Marketing

Solution

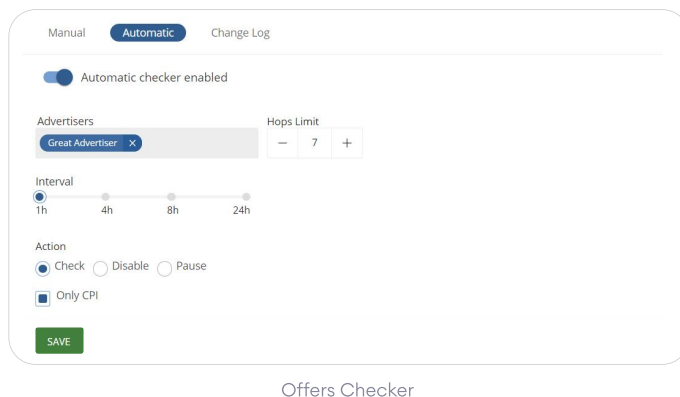
From the beginning, the company has seen significant changes using the Affise ecosystem. Thanks to Affise's user-friendly interface, clear logic in all sections, and practical tools, FPK Marketing needed only one day on average to train its employees.

Using Affise's flexible user management, FPK Marketing got the opportunity to combine the roles of account managers and affiliates. This made it possible to find the right traffic source for a particular advertiser's offer and create the most effective marketing campaigns. Thus, FPK Marketing increases the team's productivity and saves on additional human resources.

Offers from all the advertisers could be automatically synchronized with the feature-rich CPAPI. The Offers Checker functionality allows to automatically check the relevance of the synchronized offers and react immediately to changes in their status. By combining Affise's powerful automation tools, FPK Marketing developed a balanced system to handle traffic and costs.

The company could assure its partners that traffic would arrive precisely at the target page. In cases where the traffic did not fit the targeting of the offers or if the offers are disabled, the system of trafficback redirections used additionally monetized the irrelevant traffic.

This significant change in the process allowed FPK Marketing to maintain the trust of both affiliates and advertisers at the highest level. In turn, any issues with traffic statistics were further regulated by Shared Reports, a tool that allows you to create a report directly from the Affise ecosystem.



Outcome

Increased income

10-12% monthly

Decrease in low
quality traffic by

4x times

Average new team member
onboarding time with Affise

1 day

The example of how FPK Marketing has successfully used Affise's technology provides key insights. It shows that effective process automation is essential to help a company achieve better profit. A balanced platform, such as Affise, enables the management of all business processes, from user management to customized statistical reports.

The platform is so intuitive and easy to use that FPK marketing it's now able to onboard new employees in just one day. Thanks to the automatic tracking of offer status through Affise Checker, the company was able to reduce unwanted or low quality traffic by 4x in six months.

Affise ensured FPK Marketing redirected traffic from irrelevant offers to live offers, resulting in a 10-12% increase in monthly sales. FPK Marketing can now invest in its relationship with its partners while efficiently managing its internal processes and achieving sustainable growth.

