



HOW ADTHORIZED BECAME A MARKET LEADER FOR MOBILE APP CAMPAIGNS WITH 400% REVENUE GROWTH

Challenges

Adthorized was founded in 2019, just before the pandemic began. The company was determined to become a market leader in mobile affiliate marketing.

To achieve this ambitious goal, Adthorized needed a software solution that not only would allow them to manage several affiliates but also facilitate building strong long-lasting relationships between them and their partners.

The marketing platform Adthorized used at the time didn't provide in-depth, intuitive analytics and bulk action tools, which hindered effective partner management. Moreover, the network couldn't achieve the desired quality of traffic due to non-functional targeting their solution offered.

Adthorized was looking for a solution to manage many partners easily and facilitate building long-lasting relationships.

Adthorized.

Adthorized is a leading performance network. Founded in 2019, Adthorized is known now for excellent support and top-quality traffic coming from their internal media-buying team and a selective pick of top-notch affiliates. As a result-driven company, its objective is to create a win-win relationship with advertisers and deliver premium traffic.



“After the trial period with Affise, we were more than convinced that this was the partnership marketing software that we needed.”

Fabian Jansen, CEO and Founder, Adthorized

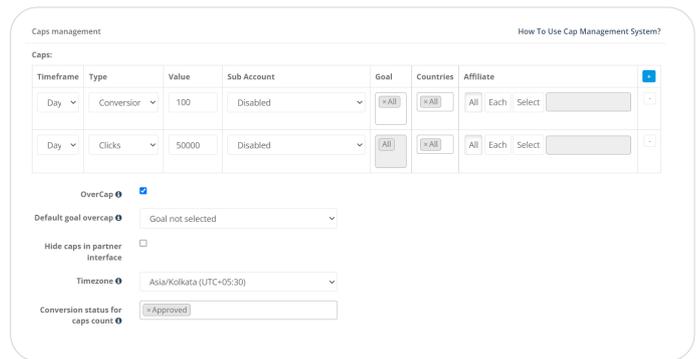
Solution

The Affise platform provided a set of tools that fitted Adthorized's needs perfectly.

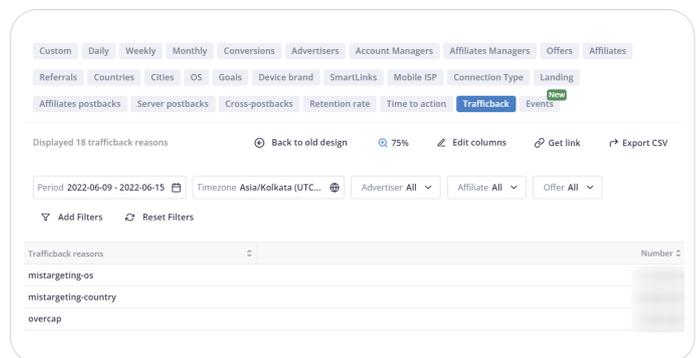
Comprehensive and easy-to-view statistics showing the entire conversion funnel empowered the network to monitor affiliate campaign performance, as well as the results the in-house media buying team delivered. Armed with these insights, Adthorized adjusted its performance to the KPIs set by advertisers and improved its business outcomes.

Click antifraud, Trafficback, and Caps management systems made it easy to distribute the incoming traffic, control its volume and quality, and decline fraudulent conversions before they reached Affise. With these features, Adthorized could allocate its marketing budgets more efficiently and saved time and resources on routine operations.

Personal targeting and payout functionality allowed Adthorized to set up personalized offers for different partners within the same campaign. Thanks to it, the network could focus on optimizing work with affiliates and build long-lasting relationships based on fair rewards for performance. The streamlined campaign management resulted in higher activity and better value for Adthorized’s clients.



Caps management



Trafficback slice in detailed statistics

Outcome

The personal payout system and exceptionally flexible traffic tracking setup allowed for effective affiliate performance management, which increased both affiliates' profits and Adthorized revenue by 400% within three years of adopting the Affise platform.

Effective traffic management turned into 66% YoY advertiser growth and 200% YoY affiliate growth.

Adthorized has built trusted partnerships and become one of the affiliate marketing market leaders for mobile affiliate marketing campaigns.

400%

Revenue growth

66%

YoY advertiser growth

200%

YoY affiliate growth

“For an affiliate network, Affise has all the features to run a business smoothly”

Fabian Jansen, CEO and Founder, Adthorized

