



# HOW MOBAVENUE INCREASED THEIR REVENUE BY 200% IN THE FIRST YEAR OF USING AFFISE

# Challenges

Mobavenue's mission revolves around driving more traffic for its customers and creating successful marketing campaigns. To achieve it, Mobavenue needed a reliable all-in-one partnership marketing platform that allows full control over marketing processes, empowers a business scaling with automation, and provides a robust set of tools for efficient partner management. However, the company didn't find a solution that met all their business needs. The team at Mobavenue therefore had to consider minimizing their scope.



Starting their entrepreneurial journey with Mobavenue Media in 2017, the company's founders established a team to build a 360-degree growth marketing platform. Mobavenue aimed to achieve for their customers the ultimate campaign performance via affiliates, publishers, and programmatic buying, as well as negotiate key partnerships with publishers across the globe. The company provides modern and futuristic media solutions to over 100+ brands and supply partners.

# Solution

Mobavenue's attempts to find a perfect solution yielded no results until the company found Affise. The Affise partner marketing ecosystem made it possible to control and streamline most ongoing business processes, from traffic tracking to internal user activity.

Using the advanced analytics and reporting tool with over 50 types of data visualization, Mobavenue got the opportunity to manage processes and track the dynamics of individual campaigns and the entire business.

The feature-rich API and easy integrations with various third-party services facilitated work with advertisers for Mobavenue. This functionality allowed the company to provide its clients with personalized solutions for analytics, payments, fraud prevention, and more.

Using Affise automation features, Mobavenue made it possible to streamline its partner and offer management, saving significant time on routine activities and increasing profitability. The company now could keep thousands of offers up-to-date using the CPAPI tool and automatically distribute traffic to monetize the most profitable sources with the Smartlink technology.

One of the crucial aspects of working with partners is ensuring data privacy. Affise's SOC 2 and ePrivacy certifications greatly helped Mobavenue to meet the highest security standards.

Perpetual business scaling implies personnel growth, which in turn may put sensitive data at risk. Mobavenue utilized user management to control access to data and authorize employees according to their role in the company.

***“Affise allows us to track, measure, and analyze data while automating and scaling campaigns at a better rate.”***

Tejas Rathod, Co-Founder  
at Mobavenue Media Pvt. Ltd.



# Outcome

Mobavenue has been successfully using Affise's technology platform for five years now and provides a great example of how a company can grow by utilizing the right performance marketing platform. With the advanced statistics system and additional traffic monetization through the Smartlink feature, Mobavenue achieved 2x of its net revenue in the first year.

Data synchronization through CPAPI and additional automation through third-party integrations empowered Mobavenue to expand its client base to 1000+ advertisers around the world.

Affise guaranteed Mobavenue advanced data protection; the ePrivacy and SOC2 certificates ensure that data processing through Affise is safe and secure. Thanks to the clear and functional user management system, the Mobavenue team members could work with the data within their user rights permission and automate daily activities. This helps the company improve its internal security and build trusting relationships with partners.

***“With the unique solutions from Affise, we have been able to automate and scale our partner relation programs successfully.”***

Tejas Rathod, Co-Founder at Mobavenue Media Pvt. Ltd.

**2X**

Revenue in the first year of work

**1000+**

Advertisers around the world

**Zero**

Costs on training and HR development



**SUCCESS**  
DEPENDS ON THE  
SECOND LETTER

