



# HOW AFFISE HELPED GETAPNGO TO JUMP-START ITS BUSINESS AND INCREASE ITS CPA METRICS

# Challenges

The company's mission was to find a platform to enable the team to quickly set up and automate all the digital marketing operational tasks. As the team researched the market, they stumbled upon either outdated solutions or technologically crowded systems with overpriced processes that were very difficult to manage.

The team placed particular emphasis on using an offer validation tool. They wanted to find a key indicator of the actuality of offers from advertisers. Such a tool is usually a separate third-party product, but the team hoped to find a platform in which this feature could be easily integrated.

The GetApNGO team already understood that in order to build trust with advertisers, it was essential to optimize their traffic sources by achieving better performance on CR and EPC metrics. Affise's tools and resources perfectly fit the company's strategy.

***“Usability of the interface, wide functionality at an adequate price and the ability to quickly set up all operational processes led us to the decision to cooperate with Affise”***

Anna Sverdlovskaya,  
Team Lead of Mobile Performance  
at GetApNGo LTD

## GETAPNGO LTD

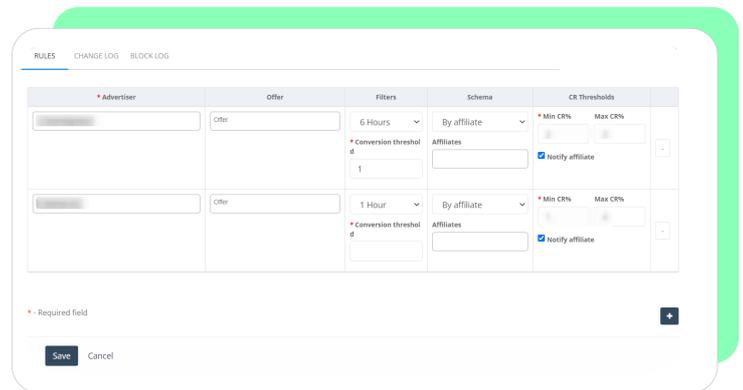
Founded in the UK, GetApNGo started its journey as a digital marketing agency in early 2022.

The young and promising company helps all kinds of businesses to drive results for programmatic marketing campaigns. They rely on a team of experts in the programmatic sphere of real-time bidding (RTB) and video ad serving templates (VAST). Recently, the company decided to broaden its operations and expand its activities by offering its partner and clients the CPA model to boost their outcomes.

# Solution

The fresh design, intuitive interface, and usability of the Affise platform allowed the GetApNGo team to perform onboarding operations and prepare all business processes in a short time.

Affise platform gave the team access to a built-in Offers Checker. Despite a small team, GetApNGo was able to work with dozens of advertisers and keep their offers up to date by using automation. Timely response to offers' status changes prevented traffic loss and maintained partners' trust. Now, they can redirect advertising campaigns to active tracking links.



CR Automation

Detailed custom statistics used to optimize traffic sources and CR automation allowed the team to achieve high-quality performance in CPA metrics. Successfully, the strategy proved effective in getting higher offers from advertisers, higher commissions, and consequently more traffic from affiliates.

**“Our main goal was to determine if we could be as successful in performance marketing as we were in programmatic and VAST. Affise convinced us that we could achieve the expected results.”**

Anna Sverdlovskaya,  
Team Lead of Mobile Performance at GetApNGo LTD



# Outcome

Affise's architecture enabled a young company like GetApNGo to leap from the first steps, such as opening a business and hiring employees, to delivering results for its customers in just 2 months.

The Affise Checker tool integrated directly into the platform has set up an automatic check of the relevance of offers and reduced the planned cost of third-party functionality by 50%.

By using custom statistics and the CR automation within Affise platform, the company was able to optimize its traffic sources and build a trusted relationship with both advertisers and partners, increasing its traffic volume 10 times in 6 months.

**The company jump-start from opening a business and hiring employees to achieve effective results in 2 months**



**Increase in traffic flow by 10x times in 6 months**



**50% cost savings with automatic offers checking**

