

**HOW VALUADLE GREW  
ITS AFFILIATE BASE OVER 60%  
AND INCREASED ITS TRAFFIC  
VOLUME BY 4X TIMES WITH AFFISE**

# Challenges

Since launching in 2016, Valuadle has recognized the importance of standing out from the competition. One of the company's philosophies relies on uniqueness and how it significantly increases partners' trust in the initial stages of cooperation. Valuadle was looking for a platform with advanced customization features and wanted to enhance its credibility with partners, expanding the traffic volume to make brands and affiliate networks even more profitable.

To achieve these ambitious goals, they needed a reliable performance marketing platform with a set of features that allows their customers to have customized processes. The search for the perfect platform for its business led Valuadle to Affise.



Founded in 2016 in Poland, Valuadle is an advertising company that aims to offer customized campaign models and innovative strategies for its clients. The company relies on a team of mobile ad experts with broad and top-notch business ethics. Valuadle excels in offering a premium service for performance-based customer acquisition and providing a comprehensive range of services. Also, the company is committed to supporting and guiding its partners through every process stage to maximize ROI.

# Solution

One of the most important aspects of working with affiliates is customization. Affise platform offered Valuadle a solution to change the affiliate panel design to make it look unique, which precisely meets the company goal. With flexible customization options, including URL whitelabeling, adding custom T&C and changing affiliate program logos and favicon, etc., Affise enabled its affiliate panel to achieve outstanding uniqueness.

Affise platform made it possible to change the fonts, offer list design, statistics, and other elements of the customize affiliate panel to fit the business needs and style of the company brand. It was also possible to hide certain links, icons, and buttons.

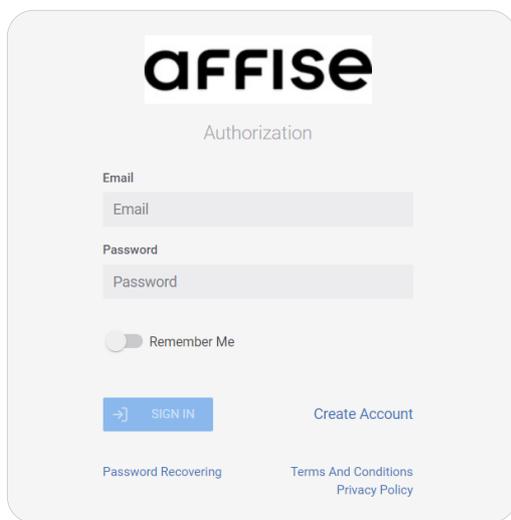
The Affise team helped Valuadle to manage tasks for developers to work on. They worked together to establish a streamlined process that gathered all the initial requirements. The company's team implemented the custom design and ensured the project met all the needs. Due to the project's complexity, it took about 60 hours to complete the customization, but the result was a success.

***“Our affiliates love the customization because it makes our life easier.”***

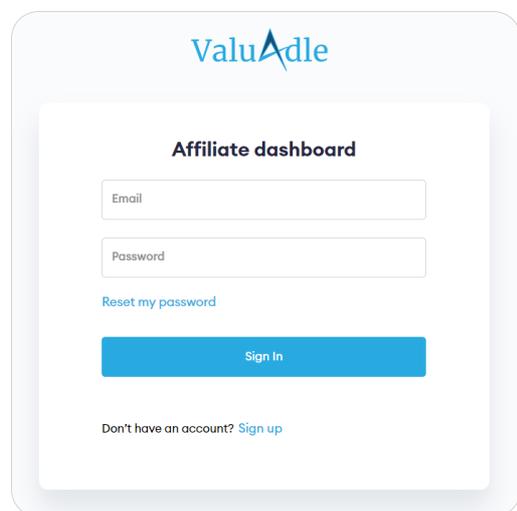
Josh Delano, Valuadle

# Solution

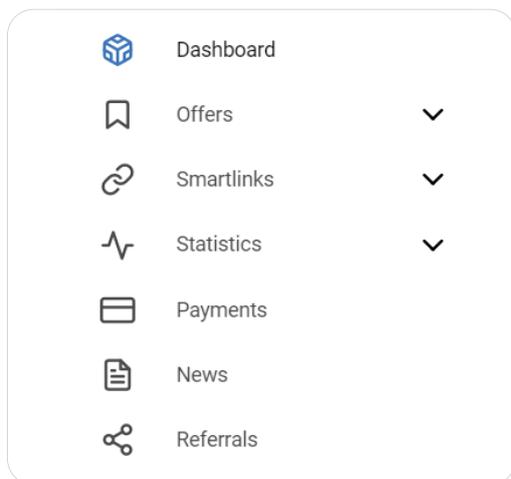
Let's compare the standard design and the customized affiliate panel version created by Affise and Valuadle for its partners:



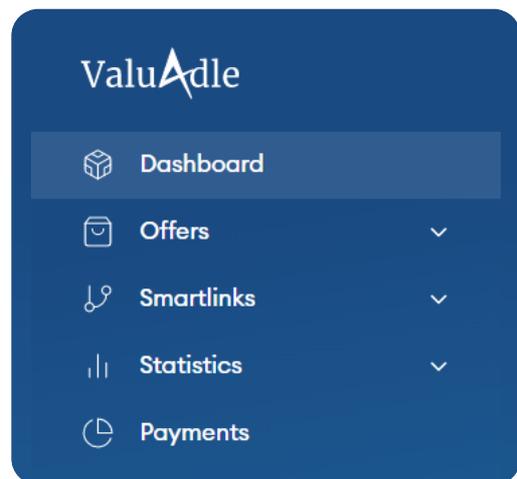
Login page form standard design



Login page form custom design



Dashboard standard design



Dashboard custom design

# Solution

Let's compare the standard design and the customized affiliate panel version created by Affise and Valuadle for its partners:

Daily

2022-11-16 → 2022-11-22    America/New\_York (UTC-05:00)    Countries

Offers    Os    Devices (Please enter 2 or more characters)    Smartlinks

SHOW SUBS ↓

ALL    EUR    USD

CLEAR    APPLY

EXPORT

DATE	TRAFFIC			CONVERSIONS			FINANCES				
	HOSTS	HITS	IMPRESSIONS	ALL	APPROVED	EPC	APPROVED	CLICKS	IMPRESSIONS	TOTAL	
2022-11-16	+	0	0	0	0	0	-	\$0.00	\$0.00	\$0.00	\$0.00
2022-11-17	+	0	0	0	0	0	-	\$0.00	\$0.00	\$0.00	\$0.00
2022-11-18	+	0	0	0	0	0	-	\$0.00	\$0.00	\$0.00	\$0.00
2022-11-19	+	0	0	0	0	0	-	\$0.00	\$0.00	\$0.00	\$0.00
2022-11-20	+	0	0	0	0	0	-	\$0.00	\$0.00	\$0.00	\$0.00
2022-11-21	+	0	0	0	0	0	-	\$0.00	\$0.00	\$0.00	\$0.00
2022-11-22	+	0	0	0	0	0	-	\$0.00	\$0.00	\$0.00	\$0.00
Total		0	0	0	0	0		\$0.00	\$0.00	\$0.00	\$0.00

Statistics standard design



2022-11-16 → 2022-11-22    Timezone Europe/Madrid (UTC+01:00)    Countries All    Offers All

OS All    Devices (Please enter 2 or more characters) All

Sub1    Sub2    Sub3    Sub4    Sub5    Sub6

Sub7    Sub8

Currency

Apply

Export data

DATE	TRAFFIC			CONVERSIONS				FINANCES				
	HOSTS	HITS	IMPRESSIONS	ALL	APPROVED	CR	EPC	APPROVED	CLICKS	IMPRESSIONS	TOTAL	
2022-11-16	+	0	0	0	0	0	0 (0:0)	-	\$0.00	\$0.00	\$0.00	\$0.00
2022-11-17	+	0	0	0	0	0	0 (0:0)	-	\$0.00	\$0.00	\$0.00	\$0.00
2022-11-18	+	0	0	0	0	0	0 (0:0)	-	\$0.00	\$0.00	\$0.00	\$0.00
2022-11-19	+	0	0	0	0	0	0 (0:0)	-	\$0.00	\$0.00	\$0.00	\$0.00
2022-11-20	+	0	0	0	0	0	0 (0:0)	-	\$0.00	\$0.00	\$0.00	\$0.00
2022-11-21	+	0	0	0	0	0	0 (0:0)	-	\$0.00	\$0.00	\$0.00	\$0.00
2022-11-22	+	0	0	0	0	0	0 (0:0)	-	\$0.00	\$0.00	\$0.00	\$0.00
Total		0	0	0	0	0			\$0.00	\$0.00	\$0.00	\$0.00

Statistics custom design

*“The custom affiliate dashboard is a great marketing tool for attracting new affiliates. It's tailored to our business needs and provides our affiliates with a fresh, easy-to-use interface. If you want your affiliate panel tailored to your business needs, I recommend contacting one of the Affise's Customer Success Managers!”*

Josh Delano, Valuadle

# Outcome

Valuadle provides a great example of how a customized affiliate panel can boost a company's performance and growth its outcomes. Thanks to the advanced customization through the Affise platform, the company could streamline the affiliate needs and even attract new partners, which increased their affiliate base by 66%. Valuadle also saw a significant 4X increase in traffic volume, a 2.4X increase in conversion rate, and a 2.5X decrease in trafficback.

The Affise team assisted Valuadle at every step, from defining the design requirements to the implementation, ensuring the proposal met your business goals and needs. This helps the company improve its internal processes, grow its partner base, build trusted relationships with partners, and drive exceptional results.

## 66%

affiliate base growth

## 4x

times increase in traffic volume

## 2.5x

times decrease in trafficback

## 2.4x

times increase in conversion rate