

Affsense: Nurturing Organic Growth

A Case Study in Affiliate Network Expansion.





Established in 2018, Affsense has rapidly emerged as influential in performance marketing and a distinguished private CPA network. Hailing from the vibrant city of Thane, India.

What sets Affsense apart is extending far beyond the boundaries of India, but it's fervent dedication to pushing the boundaries of what's possible in the world of digital marketing. With a deep understanding of the industry's nuances and the relentless pursuit of excellence.

Challenges

Before partnering with Trakaff, Affsense was navigating a series of formidable challenges. In the fiercely competitive landscape of performance marketing, staying ahead and achieving substantial growth is no easy feat. Affsense was in search of comprehensive solutions to overcome these hurdles and realise their full potential.

Affsense was on the quest for a solution that would provide them with invaluable insights and a custom dashboard to better understand their data.

Solution

To address Affsense's challenges, Trakaff introduced a customised dashboard that offered comprehensive insights into performance metrics in real-time. This enhanced visibility enabled Affsense to make data-driven decisions swiftly, adapt to market fluctuations, and optimise their performance effectively.

In addition, Trakaff implemented smartlinks that empowered Affsense to make the most of their traffic. These smartlinks directed traffic towards high-converting campaigns, ensuring that every click counted and significantly increasing efficiency.



Yuvraj Lushte - AffSense

Outcome

Through a strategic partnership with Trakaff, Affsense witnessed a remarkable transformation in its financial performance. In a span of just one Year, the company experienced a staggering 53% increase in gross revenue, which speaks volumes about the power of smart marketing decisions.

This remarkable growth wasn't limited to the top line; there was a substantial 41% surge in gross profit, showcasing the company's focus on efficiency.

53%

**Increase in
Gross revenue**

41%

**Surge in Gross
profit**

Join Trakaff & Experience the Potential that your Network can Reach.

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