

**ClicksValue Experienced  
a 150% Growth in their  
Conversion Rate, After  
Joining Trakaff.**

## Challenges

ClicksValue is encountering challenges in maintaining the quality and reliability of their affiliate partnerships as they expand across diverse verticals and geographies. Additionally, as the network grows, effective communication and relationship management with a larger pool of affiliates may become more complex.

Maintaining a sense of partnership and cohesion among a diverse group of publishers could pose a challenge as ClicksValue scales.

## About ClicksValue



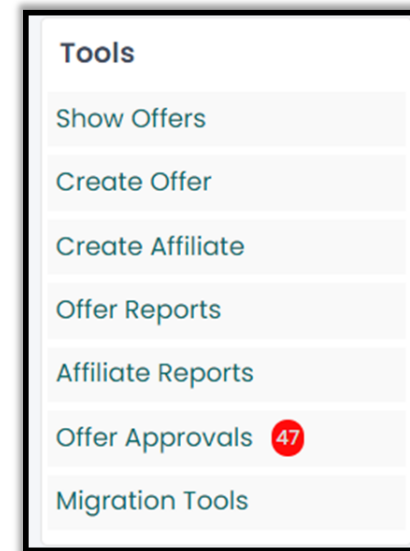
*ClicksValue specialises in facilitating successful advertising campaigns for businesses. Their core values emphasise establishing enduring partnerships and delivering exceptional services to their network. Their comprehensive services are meticulously designed to empower clients in achieving their marketing and revenue objectives.*

# Solution

One of the most important aspects of working with affiliates is customization. Trakaff platform offered ClicksValue a solution to change the affiliate panel design to make it look unique, which precisely meets the company goal. With flexible customization options, adding custom T&C and Channing affiliate program logos and favicons, etc., Trakaff enabled its affiliate panel to achieve outstanding uniqueness. Trakaff platform made it possible to change the fonts, offer list design, statistics, Reports and other elements of the customised affiliate panel to fit the business needs and style of the company brand.

Let's compare the standard design and the customized panel version created by Trakaff for ClicksValue according to their requirements.

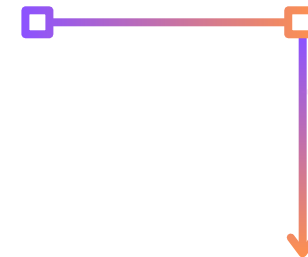
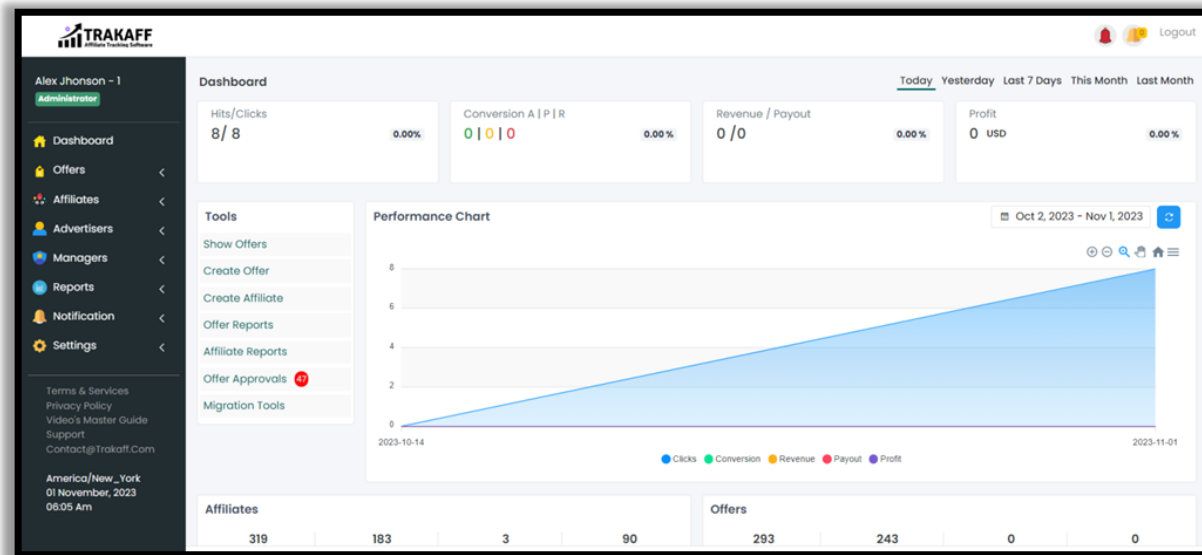
## Smart Menu (Standard)



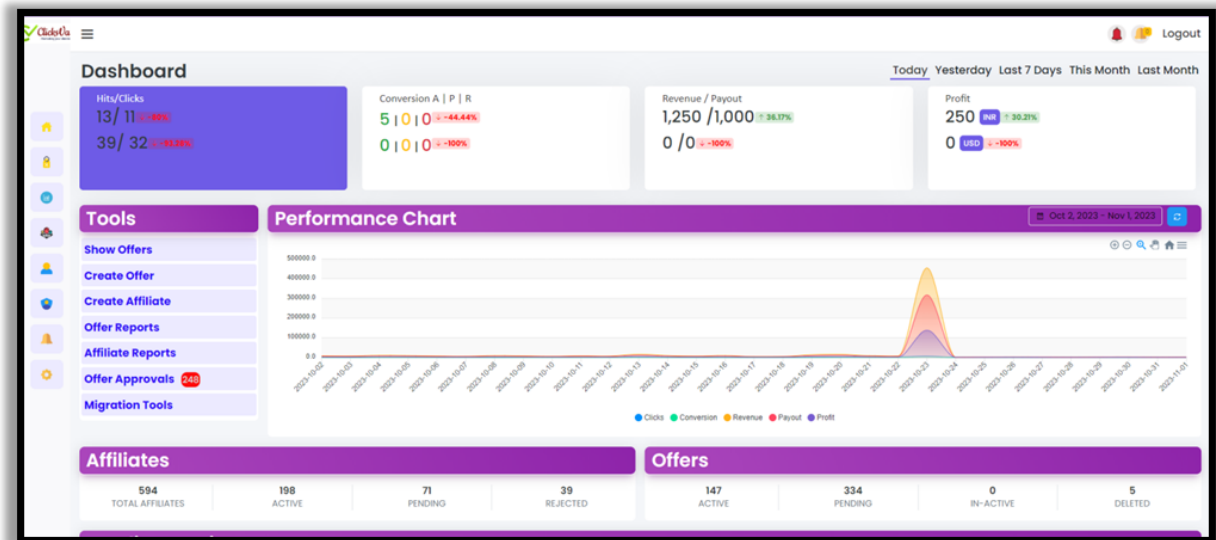
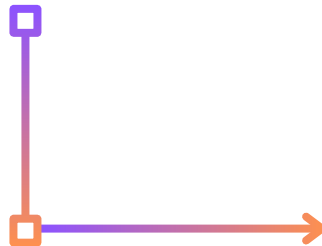
## Smart Menu (Custom)



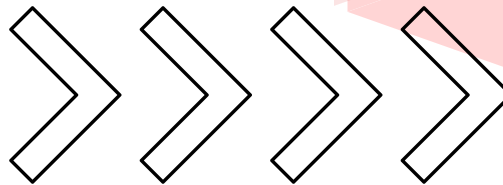
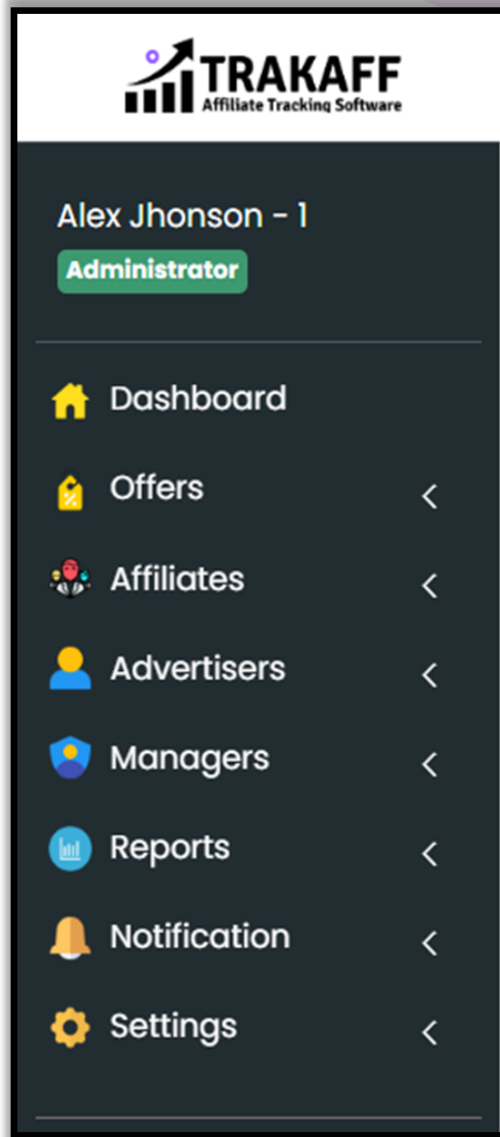
## Dashboard (Standard)



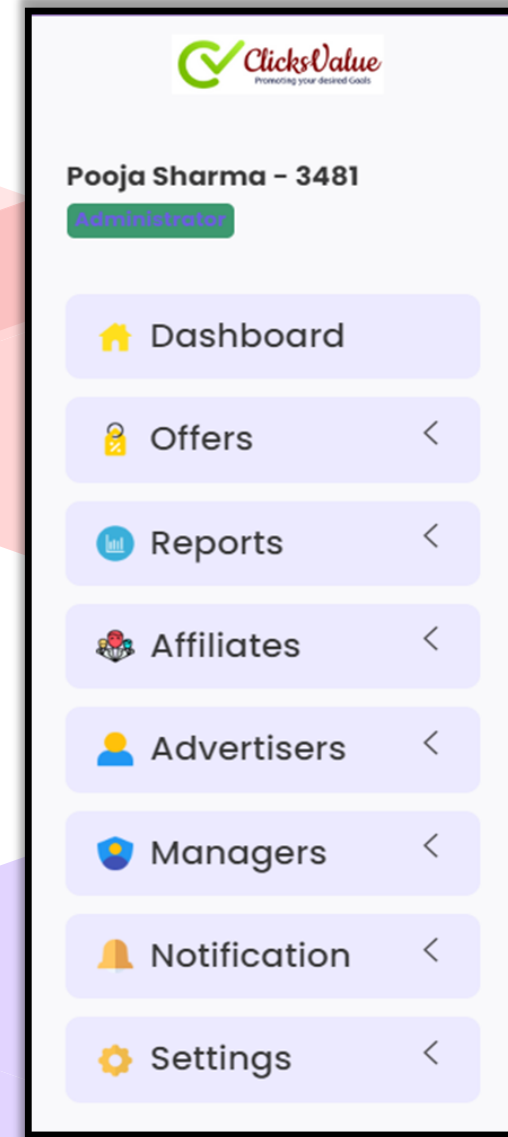
## Dashboard (Custom)



## Side Menu Bar (Custom)



## Side Menu Bar (Custom)



## Outcome

Trakaff, exemplifies how a tailored panel can revolutionise a company's performance and enhance its outcomes. By harnessing the advanced customization features offered by the Trakaff platform, businesses can efficiently address their affiliate program's specific requirements while also attracting new partners.

This approach has led to a remarkable 150% growth in their Conversion Rate. Additionally, ClicksValue has experienced a substantial 1.5X surge in traffic volume, and an impressive 2X Increase in their overall affiliates Growth.

**150% Growth**  
Conversion Rate

**2x More**  
Affiliates

**1.5x Surge**  
Traffic Volume

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



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