

# CpaBlue's Journey to Affiliate Growth with Trakaff's Powerful Solutions.



# CPABlue

***CPABlue is a seasoned player in the affiliate marketing landscape, specialising in a diverse range of verticals, including Nutra, Sweepstakes, Insurance, Loans, health, and mainstream. With a rich history steeped in performance marketing, This reflects Their commitment to delivering CPL, CPI, PPS, and revshare offers that truly perform. Effective communication about performance objectives and products forms the foundation of a successful collaboration.***

***CPABlue approach includes creating tailored marketing plans and funnels that have consistently proven to convert traffic generated by our publisher partners..***

## Challenges

One of the core principles at CPABlue is timely payments, as they understand the importance of providing affiliates with their earnings each week. CPABlue aims to expand advertisers' business and their ROI consequently maximising Ad revenue for its Publishers by driving business growth across the entire Value Chain

Trakaff Knows that only not enough it requires customised solutions that are precisely aligned with our clients' needs. This commitment to personalization sets us apart in the world of affiliate marketing.

# Solution

CPABlue faced the challenge of needing timely payments to manage their affiliates efficiently, which is where Trakaff's real-time reporting and Invoice download feature comes to the rescue. With Trakaff, CPABlue can effortlessly keep track of their affiliates' earnings and generate invoices in real time. This feature ensures affiliates receive their payments promptly, thus addressing the concern of "timely payments."

By automating the tracking and management processes, they can optimise their entire value chain, driving business growth for their advertisers and boosting Ad revenue for their publishers.

Additionally, the burden of customizing marketing plans and funnels, as mentioned, can be significantly eased through Trakaff's comprehensive API integration. This integration allows CPABlue to create tailored marketing solutions and directly connect with third-party tools.

Trakaff's personalized approach aligns perfectly with CPABlue's need for customized solutions, streamlining their operations and facilitating their continued business expansion.

## Outcome

The fact that our association with the company has helped them increase their profit margins by an incredible 45% in the last year is particularly satisfying. Not only that but the steady increase in their affiliate counts make their Network Larger day by day with an increase of 155% in the total Affiliate count compared to the previous year.

**45%** Increase in  
profit margins

**155%** Increase in  
Total Affiliate

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



[www.trakaff.com](http://www.trakaff.com)



live:kuldeep307373



+91 8800 450 987



contact@trakaff.com

