

CATALYSING SUCCESS:

A dive into how
Trakaff supercharged
CpaWish business
and skyrocketed its
CPA Metrics.



Challenges

CpaWish is all about driving more traffic for its clients and crafting winning marketing campaigns. To realise this mission, they were in search of an all-in-one partnership marketing platform.

However, CpaWish found itself in a Dilemma. The solutions available in the market didn't quite align with their comprehensive business requirements. Therefore, the CpaWish team was compelled to contemplate trimming down their project's scope to fit within the constraints of the existing options

CPA WISH

THE AFFILIATE NETWORK THAT
FULFILLS YOUR DESIRES

Embarking on their entrepreneurial venture in 2021, CpaWish's primary objective was to deliver unparalleled campaign performance through affiliates, publishers, and programmatic buying. They also successfully forged essential partnerships with global publishers. Today, the company proudly offers more than 2000+ esteemed brands and partners offers to promote, steering the industry into a modern and forward-looking era.

Solution

Using the advanced analytics and reporting tool with over 50 types of data Reports, CpaWish got the opportunity to manage processes and track the dynamics of individual campaigns and the entire business. The feature-rich API and easy integrations with various third-party services facilitated work with advertisers for CpaWish.

Using Trakaff automation features, CpaWish made it possible to streamline its partner and offer management, saving significant time on routine activities and increasing profitability.

The company now could keep thousands of offers up-to-date using the Offer Management tool and automatically distribute traffic to monetize the most profitable sources with the Smartlink technology.

WHAT CPAWISH SAYS:

Trakaff allows us to track, measure, and analyse data while automating and scaling campaigns at a better rate.

Outcome

CpaWish has been using Trakaff's technology platform for the past two years and provides a great example of how a company can grow by utilising the right performance marketing platform. With the advanced statistics system and additional traffic monetization through the Smart-link feature.

CpaWish achieved a remarkable **120% surge in conversion rate**. This is a testament to our effective tools which help CpaWish increase their **Partners & Affiliate count by 56%**. Our dedication to providing valuable solutions not only boosts revenue but also builds Trust between us.

120% Surge in **Conversion Rate**

56% Increase in **Partner & Affiliates**

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



www.trakaff.com



live:kuldeep307373



+91 8800 450 987



contact@trakaff.com

