

# How GM Offer Network Experienced a Rapid 53% Increase in their Conversion Rate after using Trakaff.





## **GM Offer**

***GM Offer is an affiliate marketing powerhouse specialising in driving high-converting traffic to various offers. They employ advanced strategies, including smartlinks and single offers, to boost conversion rates and profitability for affiliate marketers.***

***Their proprietary algorithm, "Robopollo", meticulously analyses visitor data, directing them to the most relevant offers, thereby optimising traffic monetization.***

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

## **Challenges**

GM Offer faced several challenges in its journey. One of the primary hurdles was efficiently managing a vast array of offers, ensuring they remained current, relevant, and optimised for high conversion rates. This challenge often demanded a significant investment of time and resources. Another challenge that the company encountered revolved around team management. With a substantial team, coordinating various roles and responsibilities, while maintaining efficient communication and workflows, was a complex task.

To enhance their affiliate marketing performance, GM Offer needed to address the optimization of their smart links.

# Solution

Trakaff came to the rescue of GM Offer with a range of comprehensive solutions to tackle their challenges. First and foremost, Trakaff's offer management tools simplified the management of a large number of offers. They provided a centralised platform for offer optimization, making it easier to keep these offers current, relevant, and conducive to high conversion rates.

Regarding smart links, Trakaff offered an advanced algorithm and smart routing system that automatically directed traffic to the most suitable offers, optimising conversion rates efficiently.

In the realm of data privacy, Trakaff's compliance features ensured that customer data remained secure and the company adhered to all regulations. This eliminated compliance-related headaches and allowed the company to focus on what it does best - affiliate marketing.

## Outcome

After embracing the solutions provided by Trakaff, GM Offer witnessed a remarkable transformation in their business operations and performance. The strategic collaboration with Trakaff yielded the following impressive results:

Metrics:

- Conversion Rate Increase: 53%
- Affiliates Count Increase: 41%
- Overall Profit Increase: 20%

This successful collaboration with Trakaff not only resolved the initial challenges but also significantly improved Conversion Chemistry's overall performance and profitability, making them a formidable force in the affiliate marketing industry.

# 53%

Increase in conversion rates

# 41%

Affiliates Count Increase

# 20%

Overall Profit Increase

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



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