

# Performance IN

BUYER'S  
GUIDE  
SERIES

## SaaS Buyer's Guide

The Top Tech Platforms Go Head-to-Head

# Agency comments

Technology has played a vital role in the development of performance marketing. From innovative publishers using technology to reach new audiences to service providers building tools to make the industry more robust and accessible.

Yet recently, the lack of innovation has become a common theme in the industry. Is the channel innovating to keep pace with other digital marketing disciplines? Is it ensuring the underlying technology is fit to track more complex customer journeys? Is technology flexible enough to meet the varying demands of advanced advertisers?

These are important questions that are being answered by the companies listed in PerformanceIN's SaaS Buyers Guide. Software As A Service (SaaS) in the performance industry is fundamentally about developing innovative technology to advance the industry, and making that technology readily accessible across a rich marketplace of advertisers, publishers and agencies.

The term SaaS in performance marketing carries a multitude of meanings. It's commonly associated with 'technology-only' service providers for affiliate marketing, and this guide will help advertisers and publishers compare the capabilities of all the top SaaS providers in the market.

In this guide, readers will find SaaS platforms that are lowering the traditional barriers to entry in performance marketing, building technology that can act flexibly for the very biggest advertisers and create new tools that solve some of the inherent efficiency challenges publishers so commonly associate with performance marketing.

The SaaS Buyer's Guide not only compares SaaS solutions, but gives the industry an important overview of how SaaS platforms exist to meet a variety of requirements and challenges. One of the most interesting takeaways is that SaaS products have evolved to the point that they are now as relevant for publishers that want to optimise or streamline their performance marketing, as they are for advertisers and agencies.

**Anthony Clements**, managing partner, Connected Path





# Affise

**Sales contact:** [hey@affise.com](mailto:hey@affise.com)

Affise is a performance marketing platform for advertisers, agencies, and networks to manage, track, analyse and optimise their online advertising campaigns in real-time.

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## Unique selling points

Affise is a SaaS affiliate marketing platform built to serve advertisers, marketers and publishers to kickstart and run their own networks. Founded in 2015 with the mission to change established rules and transform the traditional vision on affiliate marketing, Affise has already gained the trust of more than 1500 companies from all over the world. Affise has proved to be a robust affiliate marketing platform, meeting the requirements of both small businesses that need enough room for growth and large enterprises that require a versatile platform to incorporate into their processes. Using most innovative and advanced technologies Affise offers their clients best solutions for managing and optimizing advertising campaigns as well as minimizing the time of receiving highest results.

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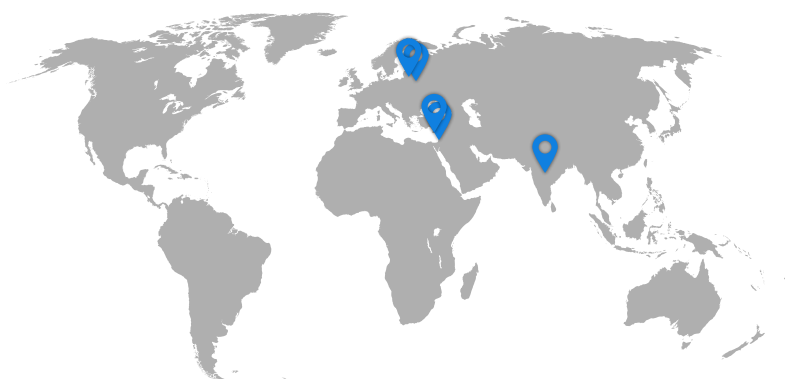
## Three main competencies of platform

- **Feature-Rich API:** Affise provides smooth integration, as well as managed API integration service.
- **Total Budget Control:** Pay-Per-Conversion strategy allows to save up to 90% of the costs, as well as to predict budget spendings on tracking platform and to hold it within approved limits.
- **Unique Automation Tools:** The latest technologies integrated into Affise, enables our clients to leverage scalable and highly customizable systems that minimizes human errors, thus maximizing their KPI.

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## Headquarters and global office locations

HQ: Vilnius, Lithuania. Local offices: India, Israel, Cyprus, Belarus





## Costs & integration

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### Setup / integration fee

Free

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### Monthly retainer

Monthly subscription plan starts from \$299 and includes tracking 10,000 conversions and 1,000,000 impressions.

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### Commission override

\$0.02 per conversion above subscription plan limit  
\$0.005 per 1000 over subscription plan limit

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### Briefly describe the on-boarding process

During a 30-day free trial, an Affise onboarding specialist provides each client with unlimited free training sessions, helping to set up an account and making sure the platform is used at its full. The onboarding specialist also helps Affise clients to deal with all the issues during the adaptation period, helping to setup integrations with advertisers and publishers and making the process of migrating from another platform as smooth as possible.

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### Do you allow approved third-party integrations?

- Forensiq (fraud detection service)
- FraudScore (fraud detection service)
- AdopSolutions (CR optimization tool)
- Affilitest (link validation system)
- Item8 (billing service)



## SaaS platform breakdown

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### Do you offer real-time reporting?

Yes

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### Is custom API integration possible?

Yes

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### Publisher payment frequency

Optional, based on the frequency the clients request.

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### SaaS platform infrastructure

Affise uses database technologies from the leaders of the adtech market such as Yandex, Mail Group etc. With a distributed cloud-based infrastructure and 99.99% system uptime, there are no limits for Affise clients for scaling their businesses up, and they don't need to worry about downtime along the way. The geobalancing of the servers guarantees fault tolerance of the system, which means that if some servers go down, the rest ones keep processing the clients' data. Besides, servers' geobalancing allows to cut down "request-response" time.

Besides, Affise selected Digital Element's IP geolocation and intelligence solution to allow access to best in-class global IP datasets for ad targeting and tracking. It means that Affise allows their clients to more accurately geotarget, either as a standalone targeting criterion or by adding accurate IP location data to other data sets to build better targeting profiles. Additional datasets, such as connection speed and mobile carrier, have been added to broaden targeting options and enrich capability, helping to improve the relevance and response for online campaigns, increasing both the clients' performance and reach.

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### Do you offer an SLA (Service Level Agreement)?

Affise is working with the customers on the basis of End User Agreement and Terms of Use, which suit better to SaaS type of business.



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### What types of advertisers find the most value in your software?

- Ad agencies
- Direct advertisers
- Publishers

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### Can you track sales within an app?

Yes

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### Can you offer cross-device tracking?

Yes

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### Can you offer cookieless tracking?

Yes

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### How will your SaaS platform enable me to increase ROI from the performance channel?

Affise provides their clients with the full automation of pulling offers and ability to integrate with the partners within few minutes. Affise service, CPAPI helps users to integrate with more than 50 biggest advertisers within a few seconds. Not only does it cut down time and costs for integration, but also allows to create the affiliate program with thousands of offers in just a few hours, instead of weeks.

AI-based technology, Smartlink helps affiliates make maximum profit on certain traffic with minimal efforts. The affiliates just grab one link for all the offers they are pulling, and the machine learning algorithms automatically selects the offers by a number parameters and generate the highest profit on certain traffic.

Affise applies performance-based approach to price setting. It means that the customers pay only when desired action (conversion) has occurred and resulted in their direct profit. All the conditions being equal, Affise costs 5-7 times less than any other platform on a market, which makes ROI about 500% higher.



## Compliance, standardisation & support

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### What is your current GDPR stance?

As the leading performance marketing platform, Affise is committed to providing its customers with full transparency and control over their users' personal data, empowering them in their GDPR compliance journey.

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### What measures does the SaaS have in place to minimize fraud?

Affise is integrated with FraudScore, 24metrics and Forensiq, the leading ad fraud detection and prevention services, which enables the clients to score fraud activity in real time and protect their campaigns from fraudulent traffic.

Affise uses the most up-to-date ISP and GEO database to perform the proxy and vpn traffic filtering. The system has two security levels: secure hash code on the offer, and IP whitelisting and filtering duplicate IPs for conversions on advertiser level.

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### How does your platform provide for tax and regulatory compliance?

VAT is applied to the customers from EU, all other customers pay regular monthly fee accordingly.

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### What account management can advertisers expect, if any?

Each client at Affise is provided with a dedicated Customer Success Manager, who helps with the set up process and overall operations. The role of the CS manager is also about monitoring whether a client is achieving their goals or not using our platform to its fullest. If not, they will advise on how to improve performance with ready-to-use features.

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### What type of general support should I expect working with your SaaS?

All the clients can always approach with their questions and requests to Affise Support team which is 24/7 both via live chat and email support, or reach his dedicated Customer Success Manager.

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### How are you planning to develop your offering in the coming year?

Affise has prepared a bunch of upcoming features both for the back-end improvements (user interface enhancement, ad tags) and for performance optimisation (even more statistics slices, integrations with third-party plugins, event streaming for BI tools) and many more.





# HasOffers by TUNE

**Sales contact:**

[sales@tune.com](mailto:sales@tune.com) / 206.508.1318

HasOffers by TUNE is a SaaS-based partner marketing platform that enables networks, advertisers, and agencies to manage performance-based partnerships across app and web.

With HasOffers by TUNE, customers can build and expand mobile-focused affiliate programs:

- Connect to more than 1,200 integrated mobile networks
- Manage unlimited publishers, affiliates, and influencers
- Break free from pixels with native postback tracking
- Measure and optimize cross-channel campaigns in real-time
- Control every aspect of their offers, payments, and policies

Headquartered in Seattle, Washington with hundreds of employees worldwide, TUNE is trusted by innovative affiliate marketers, the largest mobile advertising platforms, and the world's most iconic brands.

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## Unique selling points

- First affiliate marketing SaaS solution for networks
- First-to-market SaaS app install measurement
- First to launch mobile postbacks and re-installs measurement
- First to launch web and app combined measurement
- 98% customer service satisfaction rating

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## Three main competencies of platform

- Robust mobile-centric affiliate tracking solution
- Flexible 2-way API network infrastructure
- Direct partner and network management capabilities

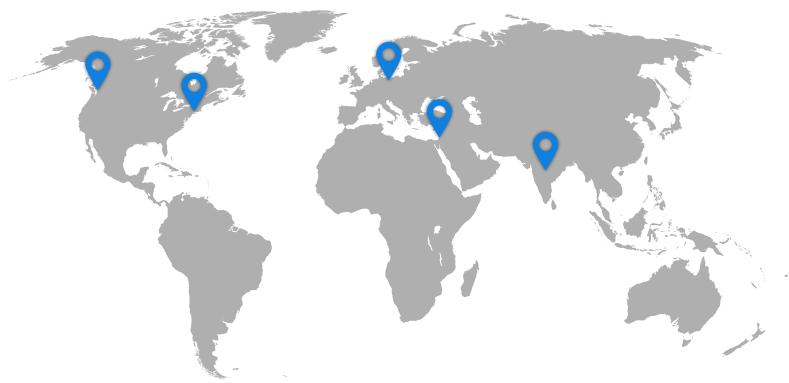




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### Headquarters and global office locations

Seattle, New York, Tel Aviv, Berlin, India.



## Costs & integration

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### Minimum sales revenue for network consideration

No minimum

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### Setup / integration fee

N/A. We do offer optional professional services packages for onboarding and custom development that can be purchased as needed.

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### Monthly retainer

HasOffers pricing comes in flexible, performance-based options for any business size and type. Monthly and annual pricing available. Learn more at <https://www.hasoffers.com/pricing/>

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### Commission override

N/A



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### Briefly describe onboarding process

A dedicated HasOffers specialist is assigned to new accounts to ensure a smooth onboarding process and to help troubleshoot issues. Weekly emails and in-platform prompts guide new users through the key steps in setting up an account and using the HasOffers platform. In addition, we provide an extensive collection of self-serve learning resources, including help documentation, developer documentation, and product and industry training courses. We also offer optional professional services packages for migration, onboarding, training, and custom development that can be purchased as needed.

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### Do you allow 3rd party integrations?

Yes. We have integrated a variety of specialized solutions and partners to meet every customer's unique business needs. We are in the process of enhancing our integration experience with better discoverability and self-serve options. See a list of current integrated technology partners at [hasoffers.com/integrations/](https://hasoffers.com/integrations/)

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### Briefly describe the contracting options you support (to adapt to different affiliate partner relationships)

N/A

## SaaS platform breakdown

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### Do you offer real time reporting?

Yes. In addition to native real-time reporting in the HasOffers platform, we offer a fully automated event delivery service that can live stream tracking data from HasOffers into customers' databases and BI solutions.

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### Are custom API integrations possible?

Yes. More than 650 API endpoints underlay the HasOffers platform, and almost all functions in the platform are achievable via API. We also provide some of the most extensive API documentation in the industry. View it here: [developers.tune.com/network-api/](https://developers.tune.com/network-api/)

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### Payment Methods

Integrations with PayPal, Payoneer, PayQuicker, and others. Custom payouts, models, and invoices supported.



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### **Publisher payment frequency**

Publisher payment frequency is customizable to fit customers' needs.

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### **Can advertisers make paid placement payments?**

Yes.

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### **Does this attract an override?**

N/A

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### **Briefly describe your SaaS platform infrastructure**

HasOffers was one of the first platforms to move to AWS. As such, we run most services directly on AWS Virtual Machines. Currently, we are dockerizing all of the components of our application, and in many cases decomposing the application into services running on Kubernetes.

Our streaming data aggregation infrastructure supports more than 80 billion clicks per month, and we have partnered with Snowflake to take our data warehousing even further.

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### **Do you offer an SLA?**

99.9% tracking uptime.

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### **What types of advertisers find the most value in your software?**

Mobile-focused advertisers.

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### **What capabilities do you have to facilitate the management of global affiliate programmes?**

We offer a suite of features to facilitate platform use and communication across the globe, including: custom time zones; custom language (9 non-English); custom language per user; multiple currencies; and custom currency per offer.

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### **How does your platform support the research, discovery, and recruitment of a dynamic affiliate programme?**

N/A



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### How can your platform help with the use of discounts and voucher codes?

N/A

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### How does your platform support the expansion of non-traditional programmes?

Our platform is flexible enough to work with a wide range of partnerships on app, mobile web, and desktop. Specifically, our tracking software supports native postback tracking (also known as server-side tracking), pixel-based tracking (also known as client-side tracking), and cookieless tracking capabilities. As the postback tracking method functions independently from the user's browser, it's the ideal solution for situations in which cookies can't be tracked, such as in app stores or browsers running Safari ITP 2.0.

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### Describe the process of negotiating contracts with partners within your network:

N/A

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### Can you track sales within an app?

Yes.

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### Can you offer cross-device tracking?

Yes.

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### Can you offer cookieless tracking?

Yes. Server-side (postback) tracking capabilities are native in the HasOffers platform.

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### How will your SaaS platform enable me to increase ROI from the performance channel?

HasOffers Performance Automation tools are designed to eliminate repetitive tasks related to optimization, saving our customers time and resources. Platform controls allow our customers to systematically dial in problem areas, such as fraud and compliance, so they can focus on building the most valuable relationships possible. And our real-time reporting and optimization features help our customers achieve incrementality in their campaigns.



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### How does your platform help drive higher lifetime value (LTV) for customers?

We enable customers to diversify their partner marketing portfolio with programs that work across app and web. Our mobile DNA enables immediate partnership opportunities with proven mobile partners, without the hassle of implementing heavy tech solutions. By powering partnerships across every device and channel, we create more value for the time spent building relationships with others, driving LTV for our customers.

## Compliance, standardisation & support

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### What is your current GDPR stance?

We maintain high standards in safeguarding the data of our customers and their end users, including: SOC 2 Type II accreditation, EU-U.S. Privacy Shield certification, GDPR ePrivacy certification.

We have implemented practices to meet our obligations as a data processor under GDPR. To learn more about our compliance efforts, visit <https://www.tune.com/gdpr/>

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### What protocol for product feeds do you adhere to?

N/A. We do not create feeds, therefore we do not adhere to any protocol. However, the HasOffers XML feeds capability supports feed rebrokering via rewriting product URLs.

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### What measure does the SaaS have in place to minimise fraud?

We offer affiliate activity fraud monitoring services as well as automated alerts and blocks for custom offer and conversion rate rules. Integrations with fraud prevention solutions are also available, and we support external fraud tools through our API integration.

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### How does your platform provide for tax and regulatory compliance?

Our platform includes a complete payment management solution to provide for tax and regulatory compliance.

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### What account management can advertisers expect, if any?

Qualifying accounts are assigned a dedicated Customer Success Manager.



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### What type of general support should I expect working with your SaaS?

24/7 email support. Phone and chat support available during business hours for qualifying accounts.

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### How are you planning to develop your offering in the coming year?

Stay tuned for new product offerings and features enhancements to increase ROI and save time, so networks and advertisers can focus on the most valuable partnerships for growing their business. If you're interested in being the first to know about feature releases or sharing your ideas on how to improve our platform, consider joining our [Product Insights Program](#).



# Radius, by Impact

## Sales contact:

[sales@impact.com](mailto:sales@impact.com)

Efficiently manage all your partners and affiliates in one place. [www.impact.com](http://www.impact.com)

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## Elevator pitch

Radius provides a marketing platform to grow affiliate, influencer, and other strategic partnerships. Marketers use Radius to gain transparency, flexibility, and control as they scale their direct partnerships.

Radius gives you control over all aspects of your marketing partnerships, from discovery, recruitment, and contracting to reporting, payout, and optimization. This allows affiliate managers to not only grow revenues with confidence, but also prove the incrementality of each partner.

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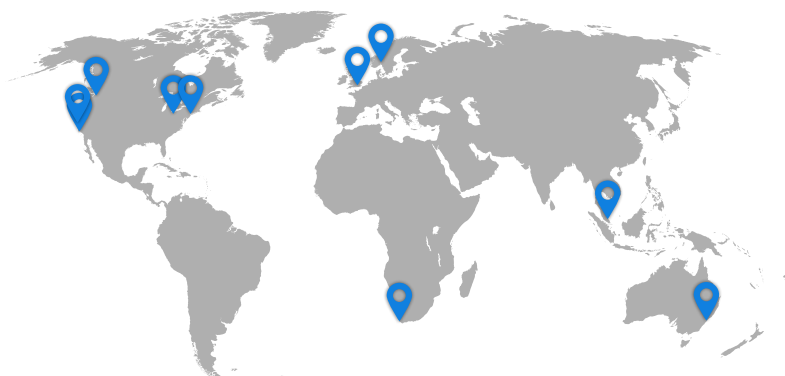
## Three main competencies of platform

- **Full partner lifecycle management in one system:** Manage affiliates, influencers, and other strategic partners in one platform, from partner discovery, recruitment, and onboarding through to activation and growth
- **Complete consumer journey insights:** Aggregate and analyze cross-channel customer journeys to get insight into unique metrics like LTV, incrementality, and partner contribution.
- **Commissioning flexibility:** With over 100 metrics to choose from, advertisers can align partner compensation with true value across the customer journey and on the details of the customer, order, or lead

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## Headquarters and global office locations

Santa Barbara, New York, Columbus, Seattle, San Francisco, Cape Town, Singapore, Sydney, London, Oslo.







## Costs & integration

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### Minimum sales revenue for network consideration

While there is no minimum sales revenue required to work with Radius, we typically recommend our solution to businesses with over \$50,000 in monthly revenue. Of course, every case is different, so we're happy to talk with advertisers at any revenue level.

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### Setup / integration fee

Starts at \$1,000 and goes up depending on how many different actions you want to track, such as sales, leads, and app installs. This fee includes a full integration with our best-in-class Universal Tracking Tag.

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### Monthly retainer

Starts at \$500 for our Standard edition. Pricing depends on usage and features required.

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### Commission override

0%. As a SaaS-based solution with a flat monthly fee, we don't charge any commission override on your sales or partner payouts.

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### Briefly describe the onboarding process:

An Onboarding Project Manager will help you with account setup — everything from initial training to making sure your settings are exactly as you like them. In addition, you'll receive a Solution Engineer who will liaise with your tech team/IT and handle everything on the technical side. Most clients finish onboarding in 4–6 weeks or less. If you have existing partners to migrate, we'll help with that, too.

See how it works in this infographic: <https://bit.ly/2rg3Uss>

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### Do you allow approved third-party integrations?

We pride ourselves on our open, flexible platform, and we have integrations with 80+ third parties, such as Mparticle, Liveramp, Magento, AppsFlyer, and TapAd. See the full list here: <https://impact.com/integration-partners/>



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### Briefly describe the contracting options you support (to adapt to different affiliate-partner relationships):

Besides the traditional last click model, we also offer the ability to pay partners on a first-click and last-to-cart model -- making it easier to credit partners early in the funnel and prevent "leapfrogging" by coupon, deal, and loyalty partners. Also, we let you pay partners for their contributions regardless of path position -- so you can still reward and incentivize early-funnel influencers -- and dynamically drop the winning click's payout to keep your cost constant.

## SaaS platform breakdown

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### Do you offer real-time reporting?

Yes. We provide 40+ standard reports, breaking down your performance by categories like geolocation, device type, new vs. returning customers, product, and promo code. We also offer insights reporting that digs deeper into how your partners interact with each other and with your other marketing channels along the path to conversion.

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### Is custom API integration possible?

Yes. We offer comprehensive, end-to-end APIs for workflows, analytics, and tracking. In fact, we've even had clients run our system underneath their own custom UI -- powered entirely by our APIs. We also make it easy to send your data to be analyzed or aggregated in your downstream third-party systems or data warehouse.

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### Payment methods

Paypal, ACH, EFT, Wire transfer.

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### Publisher payment frequency

Fully customizable -- set payouts at whatever cadence works best for you and each of your partners.

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### Can advertisers make paid placement payments?

Yes



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### Does this attract an override?

No

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### Briefly describe your SaaS platform infrastructure

- **Rock-steady:** Impact uses a hybrid (AWS, GCP and on-premise), global hosting infrastructure, which gives us a high degree of control and stability. Our backups' backups have backups.
- **Massively scalable:** We currently track and process more than 150 billion events per month, thanks to our scalable Hadoop-based infrastructure. As volume increases, the platform scales horizontally to meet demand without straining servers.
- **Built for innovation:** Our platform runs on hundreds of processing nodes and has a micro-service oriented architecture where applications are designed, built, tested, and deployed separately on a weekly basis. This allows for rapid innovation and ridiculously fast development of new features.

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### Do you offer an SLA (Service Level Agreement)?

Yes

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### What types of advertisers find the most value in your software?

Most of our clients are in the Retail, Online Services, Travel, Financial Services, and Telecom verticals.

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### What capabilities do you have to facilitate the management of global affiliate programmes?

We have support teams on five continents and our platform is available in 40+ languages. We offer payment in 78 currencies and seamless currency conversion, so you can fund your account in your preferred currency while your partners receive payment in theirs.

See how Lenovo consolidated all their global programs into one with Radius: <https://bit.ly/2FOupj5>

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### How does your platform support the research, discovery and recruitment of a dynamic affiliate programme?

Our industry-first partner CRM lets you easily search from 100,000+ partners, filter down to the best ones for your program, then automate the process of outreach and recruitment, so you can grow your partner base effectively without spending all your time recruiting.



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### How can your platform help with the use of discounts and voucher codes?

- **Management:** Easily manage codes with tools like bulk upload and availability scheduling down to the minute.
- **Policing:** Blacklist and whitelist codes, assign unique codes to partners, and control who receives credit when a unique code is used by other partners.
- **Tracking:** You can track performance by code, allowing you to easily create and grow relationships with social influencers, as well as offline partners who can't use tracking links, such as local animal shelters. Check it out: <https://bit.ly/2BJ3YY7>

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### How does your platform support the expansion of non-traditional programmes?

Flexible contracting and powerful tracking make it easy to work with non-traditional partners like social influencers and strategic brand partnerships. Here's an example of a client that manages their biz dev partnerships on Radius: <https://bit.ly/2rcMTj3>

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### Describe the process of negotiating contracts with partners within your network:

The entire contracting process (including negotiation, redlines, special terms, and signatures) is handled electronically in the platform.

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### Can you track sales within an app?

Yes

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### Can you offer cross-device tracking?

Yes

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### Can you offer cookieless tracking?

Yes



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### How will your SaaS platform enable me to increase ROI from the performance channel?

- **Pay for value:** Our flexible contracting system lets you pay not just for conversion volume, but for the deeper business value being driven. For instance, you can increase payouts for sales of high-margin products, installs in a certain region, or sales to new customers, and decrease payouts for highly discounted orders or the Nth sale to a repeat customer. This lets you drive valuable growth by incentivizing high-value conversions, and gain efficiency by reducing cost for lower-value ones.
- **Get actionable insights:** Look beyond traditional performance reporting to see what kind of value each partner is really driving — even beyond the last click. Find out whether each partner is bringing in high or low-value customers and whether they're being over or under-compensated. Once you've gained these insights, you can use them to fine-tune your contracts with each partner. It's a continual feedback loop of ROI improvement.

See how GlassesUSA increased affiliate ROAS by 60%: <https://bit.ly/2zyfqUX>

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### How does your platform help drive higher lifetime value (LTV) for customers?

Insights reporting shows the LTV of customers generated by each partner and flexible contracting helps you optimize for LTV. For instance, you could adjust payouts for repeat purchases, high order value, low discount percentage, and more – and even combine multiple factors.

## Compliance, standardisation & support

### What is your current GDPR stance?

Impact is fully compliant with GDPR guidelines. Since we process data on behalf our clients, rather than determining the purpose and means of personal data processing, we are considered a Data Processor with respect to our clients' audiences.

Impact has always had a focus on data security, and has adopted a “privacy by design” architectural mindset. For more details, check out our blog post: <https://bit.ly/2Rr4f7t>

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### What protocol for product feeds do you adhere to?

We have pre-built integrations with Google, eBay, and Connexity. We also allow custom feed formats (and provide tools for easy feed mapping). Plus, we offer the ability to curate product feeds and show only the relevant products to each partner – without having to maintain multiple feeds.



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### What measures does the SaaS have in place to minimise fraud?

Radius is integrated with our fraud detection solution, Forensiq by Impact. Forensiq proactively identifies attribution, conversion, and install fraud – before it affects your program. Own the value your ad dollars buy, automatically suppress false performance payouts before they become chargebacks, and fearlessly grow your performance partnerships with a built-in hedge against fraud.

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### How does your platform provide for tax and regulatory compliance?

Our platform automatically calculates relevant taxes globally, and offers powerful tools for controlling exactly what happens when a user clicks on an outdated or inaccurate offer.

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### What account management can advertisers expect, if any?

We partner with the best agencies in the world, so that we can focus on building the best software. Our 21 certified agency partners can provide any level of account management service, up to full program management.

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### What type of general support should I expect working with your SaaS?

Your Client Success Manager will serve as your primary point of contact, help you use our software, and keep you informed about the frequent improvements we make to our platform. In addition, you'll have round-the-clock access to our global support team.

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### How are you planning to develop your offering in the coming year?

We never stop looking for ways to improve our products, and we deploy substantive feature releases at least once a month. In the coming year, we're making it easier to work with a wide range of partners, and we're adding new ways to help our clients grow their programs. Specifically, this means more tools for in-app tracking, social influencers, partner lifecycle management, and personalization. To learn more about our roadmap or how we're enabling relationships with all-new kinds of partners, drop us a line here: <https://impact.com/contact/>

# ***PF PARTNERIZE™***

## Partnerize

### Sales contact:

Sean Sewell , Cofounder and VP Revenue EMEA | [sean.sewell@partnerize.com](mailto:sean.sewell@partnerize.com)

Partnerize makes it easier for the world's leading brands to build and grow powerful partnerships.

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### Elevator pitch

We offer a SaaS platform that makes it easier and more scalable for leading brands to manage partnerships with any kind of partner, from affiliates and influencers to channel partners and brand-to-brand alliances.

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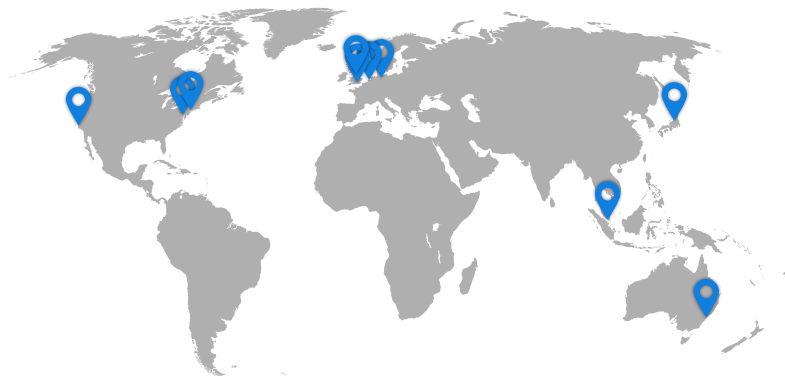
### Three main competencies of platform

- Flexibility to manage, contract, report, and pay on any partnership
- AI-driven forecasting and automated smart commissioning on any tracked metric
- In-house finance-as-a-service with global payments and reconciliation across 214 countries and territories and 60 currencies

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### Headquarters and global office locations

HQ: Newcastle, UK. Local: San Francisco, New York, London, Hamburg, Sydney, Tokyo, Baltimore, Amsterdam, Singapore.





# **IF PARTNERIZE™**

## **Costs & integration**

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### **Minimum sales revenue for network consideration**

Approx. \$500K in annual partner program revenue.

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### **Setup / integration fee**

Varies Based on Integration Type.

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### **Monthly retainer**

Two Models – SaaS or Performance.

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### **Commission override**

Yes.

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### **Briefly describe the onboarding process:**

Led by local integrations, CS, client services teams, assisting in both strategic and tech set-up. Best-practices-based approach streamlines process and prevents errors.

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### **Do you allow approved third-party integrations?**

Our API-first platform makes it easy to integration with virtually any martech tool and/or tech stack.

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### **Briefly describe the contracting options you support (to adapt to different affiliate-partner relationships):**

We offer a full range of crediting methodologies including first click, last click, and the option to selectively apply split commissioning/bonusing for upstream partners that play a key role at earlier phases of the buying process.

# **IF PARTNERIZE™**

## **SaaS platform breakdown**

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### **Do you offer real-time reporting?**

Yes

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### **Is custom API integration possible?**

Yes

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### **Payment methods**

SaaS, override, hybrid.

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### **Publisher payment frequency**

Advertisers are able to raise an invoice any day of the month. Partners receive payment within 24 hours of client authorization. Advertisers can pay all commissions in a single currency and Partnerize will pay each partner in their choice of 60 currencies.

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### **Can advertisers make paid placement payments?**

Yes, our technology allows for complete transparency on performance of different placements/links with the option to differentiate and automate payout by placement.

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### **Does this attract an override?**

Depends on whether contract is SaaS- or performance-based.

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### **Briefly describe your SaaS platform infrastructure**

API-first, open source technology, on our own hardware v. cloud.

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### **Do you offer an SLA (Service Level Agreement)?**

Yes

# **IF PARTNERIZE™**

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## **What types of advertisers find the most value in your software?**

Retail, Travel, Finance, Subscriptions, On-Demand Services.

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## **What capabilities do you have to facilitate the management of global affiliate programmes?**

Pay in 214 countries/territories, 60 currencies. Pay in highly regulated markets (eg, China fapaio). We also offer a global partner ecosystem and round-the-clock support. Platform available in dozens of languages.

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## **How does your platform support the research, discovery and recruitment of a dynamic affiliate programme?**

Guided process assisted by Client Services. We offer expert market and competitor analysis, managed partner onboarding/guesting, and offer introduction services for large scale brand-to-brand partnerships.

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## **How can your platform help with the use of discounts and voucher codes?**

Best capabilities in industry. Leverage temporary coupons/programs, coupon histories, coupon by SKU, category, region, meta, unlimited offer quantity, online/offline couponing.

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## **How does your your platform support the expansion of non-traditional programmes?**

Platform is purpose-built to enable brands to form and manage alliances with any type of partner, from affiliates to influencers, strategic brand-to-brand, loyalty communities and channel partners. Extensive experience helping retail, travel, finance, telecom and other companies manage all forms of partnership.

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## **Describe the process of negotiating contracts with partners within your network:**

All aspects of partner agreements centrally managed in the platform to speed process and drastically reduce steps for both client and partners.

# IF PARTNERIZE™

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## Can you track sales within an app?

Yes

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## Can you offer cross-device tracking?

Yes

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## Can you offer cookieless tracking?

Yes

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## How will your SaaS platform enable me to increase ROI from the performance channel?

Unsurpassed analytics tools and commissioning flexibility. Ability to commission on margins, LTV, AOV, or any tracked metric. AI-powered forecasting tools to speed and improve optimization and identify market changes that can drive increased revenue. Strong anti-fraud protections.

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## How does your platform help drive higher lifetime value (LTV) for customers?

We offer a white glove service level to all clients including dedicated, named, in-region integration, tech and client success support team members. We work with both agencies and client-direct, and streamline workflows with automation and a local and global support infrastructures.

## Compliance, standardisation & support

### What is your current GDPR stance?

We work to comply fully with GDPR and other privacy laws and regulations worldwide.

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### What protocol for product feeds do you adhere to?

Full flexibility. APIs can be formatted to virtually any spec.

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### What measures does the SaaS have in place to minimise fraud?

3-layer anti-fraud suite including core reports, expert analysis, AI anomaly and fraud detection.

# ***IF PARTNERIZE™***

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## **How does your platform provide for tax and regulatory compliance?**

Our platform manages sales and payments globally and offers unsurpassed tax and compliance support for clients. We even support China's highly complex fapaio tax system.

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## **What account management can advertisers expect, if any?**

Dedicated, named, in-region CS, client services, and integrations team to provide both in-market expertise and the fastest possible response times. CS team offers roadmaps for improved tracking and optimization.

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## **What type of general support should I expect working with your SaaS?**

We offer a combination of local client and tech support as well as a round-the-clock global support team.

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## **How are you planning to develop your offering in the coming year?**

Our focus is on making the tool even easier to use, further reducing steps and shortening workflows. We are also developing the next generation of AI-powered capabilities to further improve visibility and optimization. We are also constantly expanding our global system of affiliate, brand, technology provider, and influencer partners so that clients can capitalize on all opportunities across the fast-growing partnership landscape.

## TRACKONOMICS

# Trackonomics

**Sales contact**

[contact@trackonomics.net](mailto:contact@trackonomics.net)

Trackonomics is the leading enterprise-grade aggregation and automation platform for performance marketers. Founded by Hanan Maayan and Kfir Barnea in 2014, Trackonomics has developed into the industry's leading multi-network affiliate management solution.

Trackonomics provides the gateway for its clients to manage, control and optimise their entire affiliate marketing activity. The company's unique set of tools allows Publishers to handle everything from reporting consolidation across more than 70 platforms, to dynamic link building, automated forecasting, inbound traffic attribution and link-health monitoring.

Working with many Fortune500 media publishing companies, Trackonomics is trusted as the only platform capable of providing the automation required by publishers in order to achieve scale - efficiently. The Trackonomics tools have been built together with the industry's most important players with the vision of helping media companies make affiliate marketing a viable monetisation model. Trackonomics will aggregate over \$3.5 billion in transacted revenue in 2018.

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## Unique selling points

Trackonomics helps create scalable efficiency in performance marketing by removing painful and time-consuming friction-points that cripple marketers.

The Trackonomics vision is to build automated tools to change the way affiliate marketing is traded.

Aimed predominantly at medium and large publishers, Trackonomics enables small teams to cover considerably more ground by automating and streamlining core tasks such as:

- Multi-network/advertiser reporting, at transactional and SKU level
- Optimal (ECPC optimised) Link building
- Automated link health checks
- SubID automation
- Content ROI measurement
- User/channel level attribution

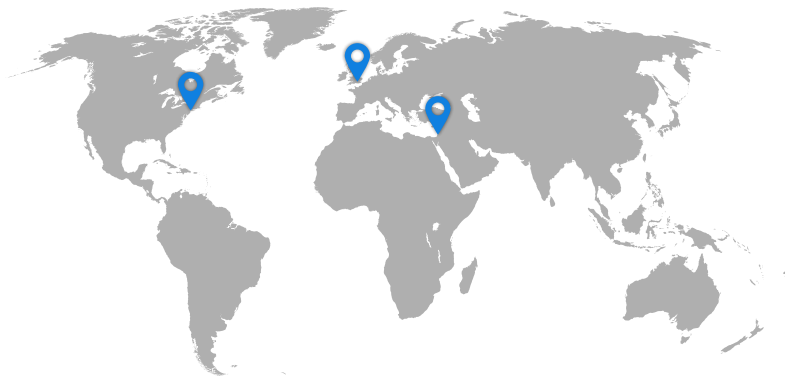
# TRACKONOMICS

## Three main competencies of platform

- **Advanced Data Aggregation** – with a dedicated API connection to more than 70 data sources, including all major affiliate networks, Google Ads, Facebook and many others Trackonomics is relied upon as a layer above ad networks. It provides major publishers with the gateway to automated management and optimisation of their performance marketing campaigns.
- **Attribution that works for Publishers** – Publishers can use Trackonomics to understand what traffic acquisition channels convert to affiliate sales the best, finally closing the loop between inbound traffic to publisher content and affiliate sales data. This has previously been very hard to achieve due to their being no connection between publisher advertising channels and sales that take place on a merchant's website or app.
- **Link Quality Monitoring** – automated and manual link checking allows publisher to check their monetised affiliate links to ensure they resolve correctly, ensure products are in stock and pricing is up to date.

## Headquarters and global office locations

HQ: Tel Aviv, Israel. Local offices: London, New York.







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# TRACKONOMICS

## Costs & integration

### Minimum Sales Revenue

There is no minimum revenue required to work with Trackonomics and we welcome all enquiries. A certain level of traffic and sales is needed to get the most out of the platform. We discuss this on a case-by-case basis with clients.

### Setup / integration fee

Trackonomics avoids charging one-off fees for integrations wherever possible. There may be specific circumstances when an integration fee is necessary, due to bespoke work required, but these instances are rare.

### Monthly retainer

Trackonomics charges a monthly fee to use our platform. This is dependent on usage.

### Commission override

N/A

### Briefly describe the on-boarding process

Getting started with Trackonomics is simple. Once you have made contact with us, we will provide access to our platform, which will be managed at a user level.

Our platform has templated connections with most major networks, ad platforms and container tag solutions. We require some basic API access to authenticate with the platforms you are using and Trackonomics does the rest.

Setting up and populating your Trackonomics dashboard with data normally takes less than a few hours.



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# TRACKONOMICS

## Do you allow approved third-party integrations?

Trackonomics has connections into more than 70 major advertising platforms, including all major affiliate networks. Trackonomics can also be used in conjunction with a wide variety of ad management technologies.

- All affiliate networks
- Google Ads, Analytics, Docs and Data Studio
- Facebook Ads
- The TradeDesk
- Sismek

## Briefly describe the contracting options you support (to adapt to different affiliate-partner relationships):

Our clients use Trackonomics on a rolling monthly basis and are not tied into fixed-term contracts.

## SaaS platform breakdown

### Do you offer real-time reporting?

Yes

### Is custom API integration possible?

Yes

### Payment methods

Trackonomics is an aggregation and analytics platform that sits a layer above affiliate networks. Therefore the platform does not pay any affiliates directly.

### Publisher payment frequency

N/A



# TRACKONOMICS

## Can advertisers make paid placement payments?

No

## Does this attract an override?

No

## Do you offer an SLA (Service Level Agreement)?

Yes

## What types of advertisers find the most value in your software?

Trackonomics will answer this with publishers in mind.

**Large publishers using multiple ad networks/networks** – Trackonomics acts as a fast, intelligent and automated aggregation platform allowing large publishers to view a single reporting source, and crucially use automated tools to optimise their activity

**Affiliate managers running multiple programmes** – The ability to aggregate reporting, spend management and per-publisher analysis has been very popular with advertisers and agencies running multiple affiliate programmes

**High traffic media publishers** – major media publishers have adopted Trackonomics as the gateway to efficient CPA advertising. Our system is built with content editors in mind, removing the manual application so often needed to work with affiliate links. Our link automation, advanced analysis and cross-network compatibility has allowed some of the world's biggest media owners like CNN and Business Insider to work in affiliate marketing

## What capabilities do you have to facilitate the management of global affiliate programmes?

Trackonomics is a global platform that can handle transaction data in multiple currencies. Trackonomics already has a cross-territory client base, with many large media publishers using our services to drive affiliate activity in the US, APAC, UK and other parts of Europe.

## How does your platform support the research, discovery and recruitment of a dynamic affiliate programme?

N/A

# TRACKONOMICS

## How can your platform help with the use of discounts and voucher codes?

Viewed from the publisher's perspective, Trackonomics allows major voucher code publishers to aggregate their data across multiple networks and advertisers. This allows these large voucher code publishers to understand which offers perform the best, and help them to demonstrate value in their activity.

Trackonomics' link management tools allow large voucher code publishers to quickly generate trackable links across multiple affiliate networks. Automated forecasting means publishers can quickly access the best CPAs to target the best performing advertisers.

## How does your platform support the expansion of non-traditional programmes?

Trackonomics' proprietary link management system allows content publishers to embed monetised CPA links seamlessly into articles, while automated inventory management dynamically checks a publisher's outbound affiliate links to avoid:

- Broken links
- Malformed URLs
- Out of stock products
- Incorrect pricing information

## Describe the process of negotiating contracts with partners within your network:

Trackonomics does not operate as an affiliate network, and therefore does not 'contract' a relationship between an advertiser and a publisher.

## Can you track sales within an app?

Yes

## Can you offer cross-device tracking?

Yes

## Can you offer cookieless tracking?

Yes

# TRACKONOMICS

## How will your SaaS platform enable me to increase ROI from the performance channel?

**Automated link management** – more than 15% of all affiliate links go to an out of stock product. Trackonomics allows publishers to automatically identify bad or incorrect links, eliminating the issue of 'link rot' which took more than a \$1 million of advertising revenue from the channel last year.

**Dynamic link recommendation** – recommends to publishers the best advertiser to send traffic to for a particular product, maximising return on every click.

## How does your platform help drive higher lifetime value (LTV) for customers?

N/A

## What types of advertisers find the most value in your software?

Ad agencies, Affiliate networks, Direct advertisers, Publishers.

## Can you track sales within an app?

Yes

## Can you offer cross-device tracking?

Yes

## Can you offer cookieless tracking?

Yes

## Compliance, standardisation & support

### What is your current GDPR stance?

Because Trackonomics is used as a layer above affiliate networks, the platform is not required to collect any Personally Identifiable Information (PII). Trackonomics acts as a Data Processor for the purposes of contracting with our clients in the EU.



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# TRACKONOMICS

## What protocol for product feeds do you adhere to?

While product feed access is left to individual ad networks, we do work with a variety of third-party data feed companies to facilitate inventory management, including FusePump and ProductsUp.

## What measures does the SaaS have in place to minimize fraud?

N/A

## How does your platform provide for tax and regulatory compliance?

N/A

## What account management can advertisers expect, if any?

Trackonomics is a service-orientated organisation, and given our focus on developing automation for large media publishers not used to working in performance marketing, support is an important element of making the most of Trackonomics.

We have a multi-layered service team based across the US and Europe. Because Trackonomics' mission is to build automated technology to replace manually executed tasks, much of our service team's work is to help clients apply our technology to create efficiencies.

## What type of general support should I expect working with your SaaS?

As well as support from our client team, our customers receive full support to set-up and configure the Trackonomics platform. We provide detailed support to publisher-side content teams on using the Trackonomics browser extension, which allows content editors to create, manage and report on active links.

Our technical teams are also on hand 24/7 to ensure platform reliability, and work actively with our biggest customers to develop new tools that maximise time and create efficiency.

## How are you planning to develop your offering in the coming year?

As an technology focused company, we release product enhancements every month. Many of these are driven by the requirements of our clients. All our product releases aim to push Trackonomics towards its objectives of creating a low-friction technology gateway that makes performance marketing more accessible and efficient.



# Voluum

**Sales contact:** Artur Kaczmarczyk, Business Development Manager - [artur@voluum.com](mailto:artur@voluum.com)

Voluum is the tracking answer to your affiliate dream. It is a cloud-hosted tracking software that provides data analytics insights and AI-powered optimisation tools to make advertising easier and more profitable.

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## Unique selling points

Voluum lets you track, manage and optimise all your advertising campaigns. Powered by our own Voluum DB, offers you extensive reporting instantly, no matter how big your traffic volumes are.

Some of our core features are: Traffic Distribution AI, which automatically A/B tests your campaigns and send more visitors to the most converting offers and landing pages; The Anti-Fraud Kit that is designed to detect bot traffic and protect your campaigns from ad fraud; Mobile Push Notifications, which give you the access to your campaigns on the go and enable instant reaction to changes in your performance.

We also offer an integrated native DSP platform and Marketplace, making Voluum an all-in-one advertising solution.

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## Three main competencies of platform

- **Track all your campaigns in one place** – Get extensive data analytics from all paid and organic sources.
- **Manage your traffic** – Control the distribution of your traffic, on your own or in a team.
- **Optimise and scale for more conversions** – Perform A/B tests manually or use AI tools to improve campaign performance.

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## Headquarters and global office locations

HQ: Cracow, Poland. Local: Santa Monica, London.







## Costs & integration

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### Setup / integration fee

No additional costs.

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### Monthly retainer

Based on a monthly subscription base, starts at \$209 per month with 2 million events included (impressions are not counted as events).

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### Commission override

After you exceed your plan limits, you will be charged an additional fee, not bigger than \$0.05 per 1000 tracked events.

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### Briefly describe the onboarding process:

To make sure our customers will start their adventure with Volum smoothly, we offer a complex, dedicated onboarding. All new users are invited on a 1-on-1 session with the customer success representative and an onboarding webinar. Additionally, we provide:

- “Get Started Guide”, which explains the crucial steps needed to quickly set up and run campaigns
- [YouTube Tutorials](#) which guide through essential aspects of our platform
- [Knowledge Base](#) articles, enabling the easy setup in the platform
- Account Managers (depending on a chosen plan)

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### Do you allow approved third-party integrations?

Yes, we are integrated with Volum DSP and Volum Marketplace.

Volum DSP is a platform that makes media buying easier and more profitable. It helps you to weed out non-converting inventory and understand where the real value in the programmatic environment really is. Within our DSP we have 32 Ad Exchanges integrated, consisting of 20 native traffic sources and 12 mobile display traffic sources.

Volum Marketplace is a platform where you can find and compare offers from top affiliate networks on the market. Instead of looking for offers on different platforms, you can simply find them inside your Volum account.



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**Briefly describe the contracting options you support (to adapt to different affiliate-partner relationships):**

- Rolling monthly subscription
- Annual contracts

## SaaS platform breakdown

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**Do you offer real-time reporting?**

Yes

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**Is custom API integration possible?**

Yes

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**Payment methods**

PayPal, MasterCard, Maestro, Visa, American Express, Diners Clun iNternational, JCB.

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**Briefly describe your SaaS platform infrastructure**

We have our own Volum DataBase with servers around the globe. Our DB processes up to ten million updates per second (yes, you read that correctly) and stores more than 80 terabytes of data. It can handle escalating traffic and millions of data points per second without any delays in the server performance.

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**Do you offer an SLA (Service Level Agreement)?**

Yes, based on the subscription plan.

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**What types of advertisers find the most value in your software?**

Affiliate marketers, Performance Agencies and In-house media buyer teams.



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### Can you track sales within an app?

Yes

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### Can you offer cross-device tracking?

Yes

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### Can you offer cookieless tracking?

Yes

## Compliance, standardisation & support

### What is your current GDPR stance?

We're GDPR compliant, recognised as a data processor ([learn more](#)).

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### What measures does the SaaS have in place to minimise fraud?

Ad Fraud is probably the number one problem in the advertising industry and it's absolutely crucial for the advertisers to protect their viewability, performance, and reputation with an effective anti-fraud solution. That's when Voluum Anti-Fraud Kit comes in.

Voluum Anti-Fraud Kit is the freshest feature which enables advertisers to identify invalid traffic in their campaigns. It analyses in real time millions of ad clicks and looks into statistical patterns that might indicate anomalies. The results of the analysis are delivered in comprehensive reports that are seamlessly combined with performance metrics.

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### How does your platform provide for tax and regulatory compliance?

By providing invoices for every payment.

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### What account management can advertisers expect, if any?

Depending on a selected plan, we offer a full Skype/email account management with dedicated Account Managers.



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### What type of general support should I expect working with your SaaS?

24/7

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### How are you planning to develop your offering in the coming year?

For the last 6 years, we worked relentlessly to inject as many developments and enhancements into our platform and we definitely won't stop any time soon. In the nearest future, we plan to further develop some of our core features such as Custom Mobile Notifications, Anti-Fraud Kit, Traffic Distribution AI and more.

# Contact us

Fancy getting your voice heard at PerformanceIN?

We work closely with a range of different performance marketing experts to produce reports, Buyer's Guides, research and articles for the benefit of our growing audience.

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Contact [sales@performancein.com](mailto:sales@performancein.com) for details about our various offerings.