BCNMONETIZE INCREASED CONVERSION RATE BY **750%** LEVERAGING THE AFFISE AUTOMATION TOOLS

affise

Challenges

BCNMonetize works with hundreds of affiliates and manages several mobile marketing campaigns for customers across multiple channels and geographic locations.

Before leveraging Affise, BCNMonetize used a few partnership marketing platforms to manage clients' campaigns. Still, they didn't have the best experience. The tracking platform they were using was extremely limited and sometimes inaccurate, so the agency couldn't manage offers across its affiliates effectively. Moreover, the previous solutions charged based on clicks and didn't provide advanced automation and anti-fraud features.

The BCNMonetize team was looking for a **solution** to empower them to efficiently **improve traffic** quality and **maximise conversion** rates

When reaching out to Affise, the BCNMonetize team was looking for a solution to empower them to efficiently improve traffic quality , automate routine tasks and and maximise conversion rates without adding additional resources to their team.

BCN MONETIZE

BCNMonetize, founded in Barcelona in 2016, is a leading mobile advertising agency, helping businesses of all sizes to create successful digital campaigns with high ROI. The company has an international team of mobile marketing experts capable of establishing effective communication with their clients in more than ten languages. They work with leading brands like Souq by Amazon, Fiverr, Monese, Trendyol, Unibet, Snapbook, Starzplay, Shahid, eToro, Fintonic and eCooltra.

Solution

The BCNMonetize team selected Affise to measure, analyze, and optimize their mobile partner marketing campaigns and support their growth. The set of optimization tools was one of the primary reasons why they chose Affise.

By using the CR optimization tool, the agency could filter traffic according to the affiliates' performance and traffic sources. It helped them to **promptly analyse campaign performance** and automatically block affiliates or traffic sources that fall short of the target rate.

With a comprehensive set of anti-fraud and optimization tools, Affise provided BCNMonetize with the clearest views of how fraudsters targeted them. It allowed the company to promptly **review rejected and suspect traffic sources** and dig down to the publisher, campaign, or geolocation of the suspicious activity.

The Smartlink function made it possible to prepare a universal link for influencers running campaigns across the globe, which increased CTR in offers with different targeting conditions.

The Affise customer success team supported BCNMonetize in setting up the platform and **maximizing tools' impact**. Customer success managers quickly responded to all technical questions that arose, which allowed the agency to set up integration and kickstart their campaigns even without dedicated tech specialists.

*"Thanks to Affise automation and optimisation tools, we **increased advertisers' trust** and were able to **grow exponentially,** even during a pandemic."*

"*When you're working with Affise, their team becomes a part of yours. They are **quick to respond** and make sure your campaigns are **set up for success**.*"

Outcome

300%
Revenue growth

7.5x times
CR increased by

66%
Decrease
in suspicious traffic

After just a few months of using Affise, BCN Monetize was amazed by the result achieved. They immediately started to see an increase in traffic and they also noticed a significant improvement in terms of quality.

Thanks to the automation tools and comprehensive anti-fraud solution, **BCNMonetize increased conversion rate by 750% and reduced suspicious traffic by 66%**.

These incredible results increased credibility with BCNMonetize customers who entrusted them with more of their ads budget. All these changes helped BCNmonetize become one of the leaders in their space and compounded into a **300% YOY total revenue growth**.

CR level 2020-2021

7x

3x

1x

2021 Q1   2021 Q2   2021 Q3   2021 Q4