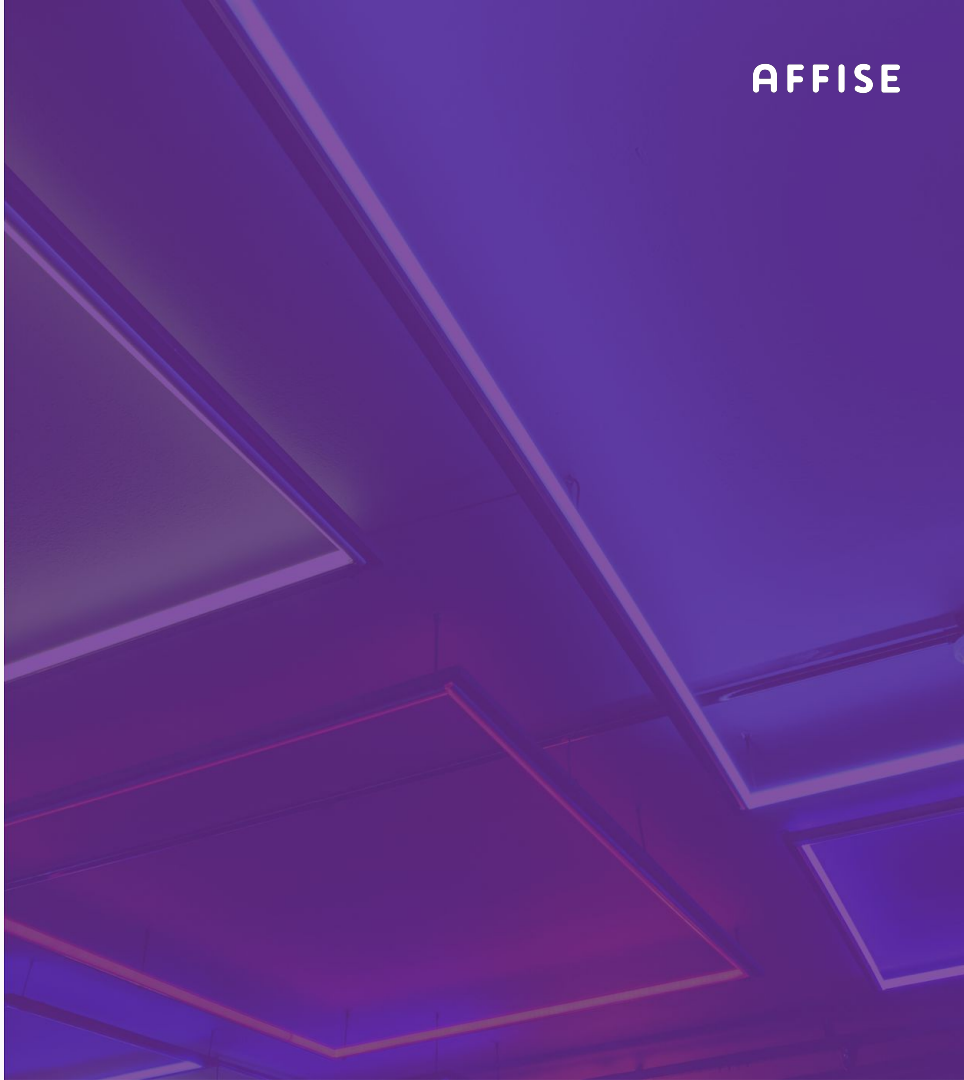
AFFISE

Performance Marketing Platform for building powerful business partnerships



AFFISE MISSION

Our mission is **to solve the complexity in this industry** by providing Business intelligence tools that help our customers to make better decisions based on their data, and automate the routine work.

CHALLENGES THE MARKET FACES

Most technology providers find it complicated and time-heavy to reach the level of customization that would **allow to adjust their platforms to clients' needs over the short time**. Thus certain factors remain to be challenging for affiliate marketers, especially:

NEED TO PROCESS HUGE VOLUMES OF DATA

collected over the course of ad campaigns and transform it into actionable business insights.

AUTOMATION

remains a sensitive subject when it comes to huge volumes of data.

IMPERFECTIONS OF EXISTING PERFORMANCE MARKETING PLATFORMS

- the combination of robustness and flexibility.

WE HAVE A SOLUTION

CUTTING-EDGE TECHNOLOGY CAPABLE OF PROCESSING HUGE DATA VOLUMES

11.6 TN clicks processed via Affise only in 2019

RAPID GROWTH & WORLD-WIDE GEO PRESENCE

In just 3 years Affise became number 1 in India by conquering the market and displacing all competitors

PLATFORM FLEXIBILITY AND CUSTOMER OBSESSION

To provide the best service and meet all market requirements we released 47 new features on customer demand only in 2019

WHY WE?

97%

OF CUSTOMER SATISFACTION

CORE PRODUCT

AFFISE IS A SAAS PERFORMANCE MARKETING PLATFORM

that automates the whole process of running ad campaigns through 4 main clusters: **partner management, analytics, automation and customization**.

With the help of intelligent and protected technology supported by people who care about your goals, Affise makes partnerships manageable and revenue predictable marketing channel.

DATA SECURITY

AFFISE COMMITS TO:

- ensure the security and confidentiality of Personal Data;
- protect against any anticipated threats to the security and integrity of Personal Data;
- safeguard against any actual unauthorized processing, loss, use, disclosure, or acquisition of any Personal Data.

AFFISE TRUSTWORTHINESS IS CERTIFIED BY THE ePRIVACYSEAL

Data protection seal of approval that covers the GDPR requirements and followed by an in-depth audit of a company's online and mobile products.

OUR CLIENTS

1000+ COMPANIES WORLDWIDE

AFFILIATE NETWORKS /AGENCIES

Media500
RankMyAPP
ADXMASTER THE KING OF USER ACQUISITION
affle
POCKET MEDIA MOBILE ADVERTISING
dmg DSNR Media Group
Xapads
ICONPEAK

ADVERTISERS

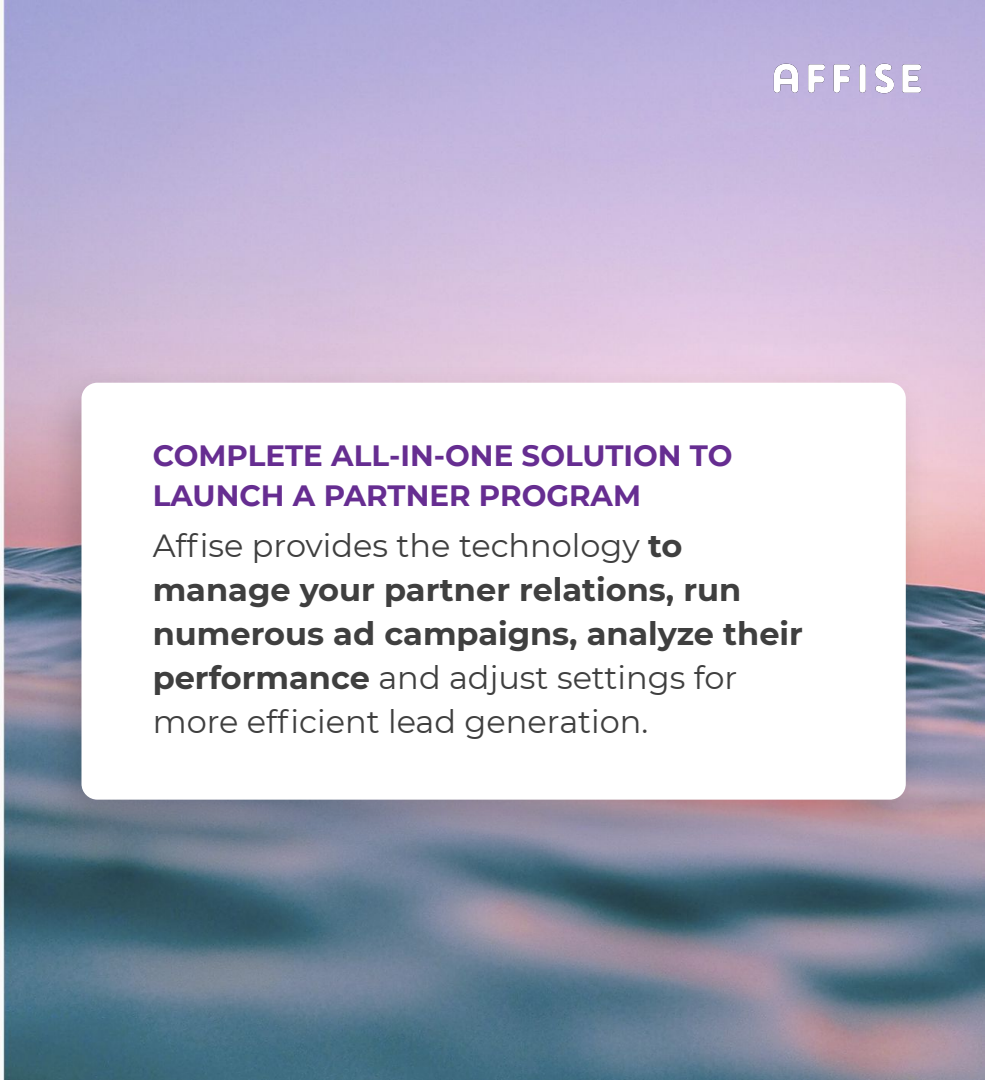
WARGAMING
POKERSTARS
iq option Ultimate trading experience
kismia
GLOBALE MEDIA
RankMyAPP
appalgo
Lottoland
3.14DIGITAL
TVSMILES
HYPERCENTAGE
nogo finance

PUBLISHERS

ONAIR DIGITAL
TRAFFIC internet marketing agency
INMOBI
APPEAK MEDIA
Taboola
e.
:tappx
URL.PARTNERS
AFFBROS KEEP THE TRUST

AFFISE FOR BRANDS

- **Maximize** your marketing ROI with data-driven decisions
- **Expand** your partnership by recruiting right affiliates
- **Increase** affiliates' loyalty with rewards for good performance and full system transparency
- **Make your brand stand out** with rich customization
- **Connect** with BI tools to see the role of a partner program in your marketing strategy



COMPLETE ALL-IN-ONE SOLUTION TO LAUNCH A PARTNER PROGRAM

Affise provides the technology **to manage your partner relations, run numerous ad campaigns, analyze their performance** and adjust settings for more efficient lead generation.

AFFISE FOR eCOMMERCE

CORE FEATURES:

- **Easy product** catalogue updates and new marketing channels expansion
- **Flexible payout rules** for affiliates
- **Integrations** with the leading e-commerce & billing services
- **BI analytics**: track order details, collect metrics and turn them into actions
- **Creative bulk upload** and group reports
- **Foul play alert** - click level fraud prevention

AFFISE SERVES GREATLY TO TRACK AND MEASURE EVERY METRICS FOR eCOMMERCE AD CAMPAIGNS

With real-time campaigns optimization eCommerce customers significantly increase their marketing ROI.

AFFISE FOR AFFILIATE NETWORKS/AGENCIES

Affise is a great tool for affiliate networks to organize their business, perform advertising activities transparently and in the most effective way.

CORE FEATURES:

- Manage advertisers and affiliates in one place
- Reach your audience with advanced targeting
- Optimize ad campaigns performance with real-time data
- Manage access levels for different team members
- Reward affiliates with bonus programs

AFFISE FOR MOBILE PROGRAMS

Affise is a great tool **for managing mobile affiliate programs.** Its optimization tools allow to run ad campaigns at the best converting time and achieve higher marketing ROI.

CORE FEATURES:

- **Integrations with the leading attribution** and analytics platforms (Adjust, AppsFlyer)
- **Risk-free advertising guaranteed** by strong fraud prevention tools
- **Control over the time** you run campaigns - schedule and run ad campaigns at the best converting time
- **Thorough analysis of the user behaviour** with time-to-action reports
- **Flexible payouts terms**: CPA, RevShare, or Hybrid

CLIENT'S TESTIMONIALS

*We asked how we can become the best source for advertisers and **Affise with no delay gave us a breakdown on how to run multiple creatives in one link**. This is something that no one else can offer*

BRAD KORMOS
Director of Business Development, Adxmaster

***Very good service, quick replies, very strong technical team**. We are very pleased with the platform. I would recommend Affise to everybody in the affiliation business*

LEON ATOLL
Head of operations, Gurmob

***Super happy with customer support, very active and responsive**. Anytime we are having a development issue, considering to implement additional services or simply seeking for a recommendation, they are always happy to accommodate us*

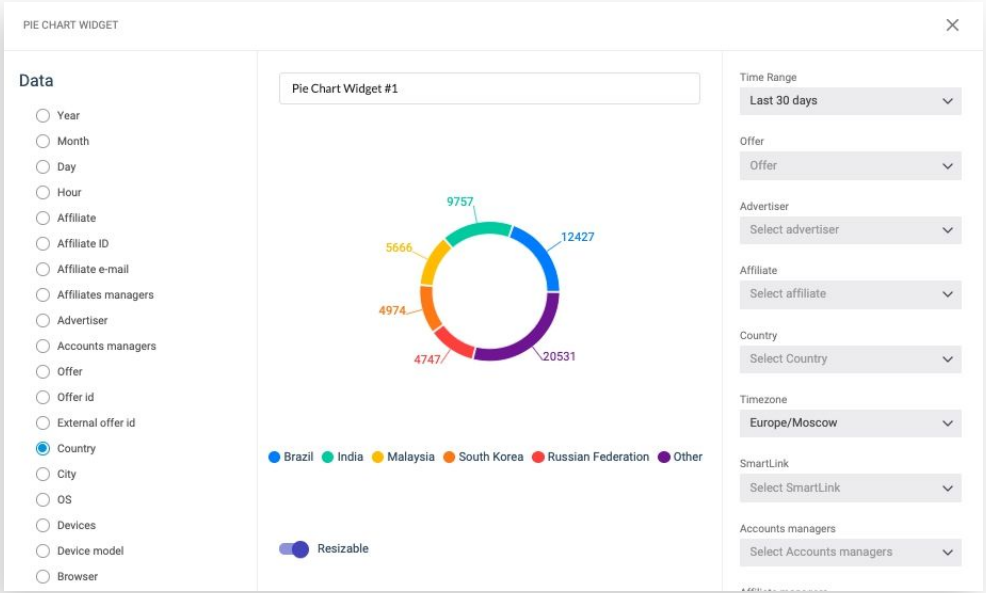
DREW HERSH
Account Manager, Carrier App Traffic

OUR SUCCESS IS NOT JUST A WORD...

Industry experts and customers appreciate the quality of our products and services and regularly honour our team with the prestigious awards, recognizing our leadership on the market.

AFFISE

CORE FEATURES
ANALYTICS



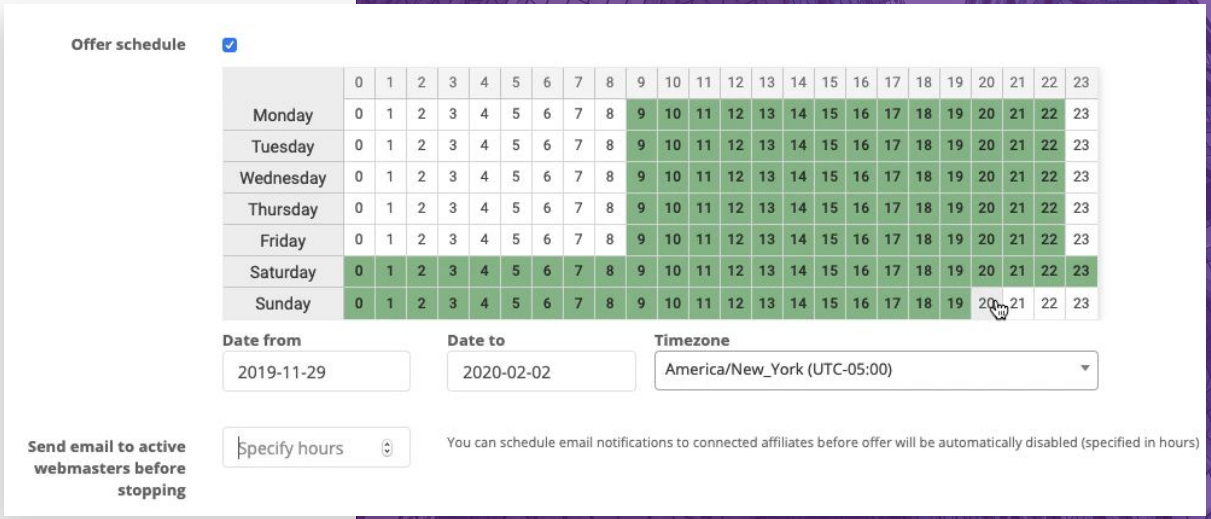
- BI Dashboards
- +50 Data breakdowns
- Predictive Analytics
- Fraud activities report
- IP Intelligence

AFFISE

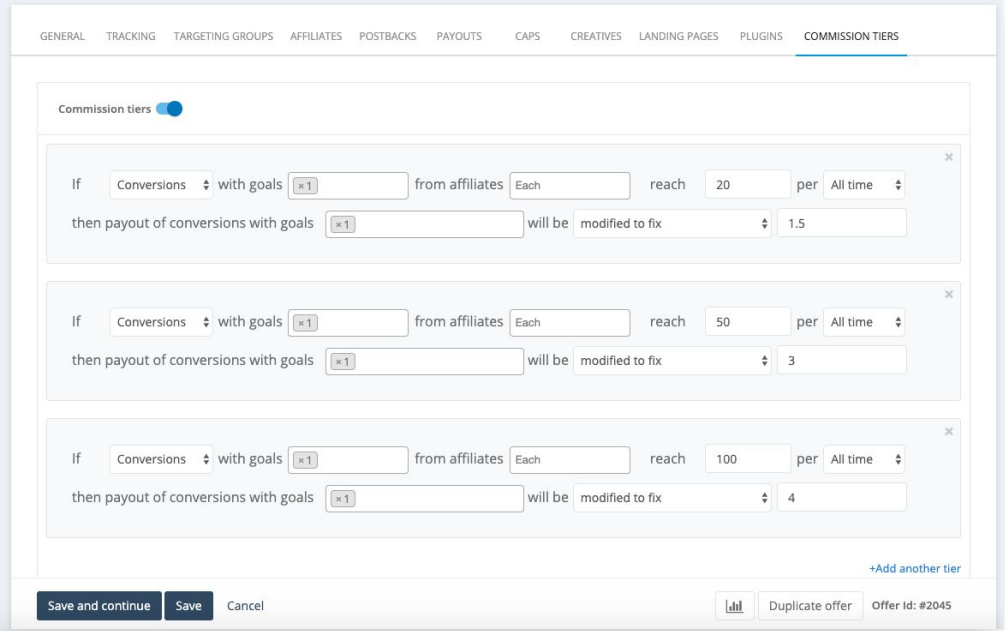
CORE FEATURES

TRAFFIC OPTIMIZATION

1. CR automation
2. AI Smartlinks
3. Click-level antifraud
4. Smart Targeting
5. Ad campaign schedule & caps



CORE FEATURES
WORK AUTOMATION

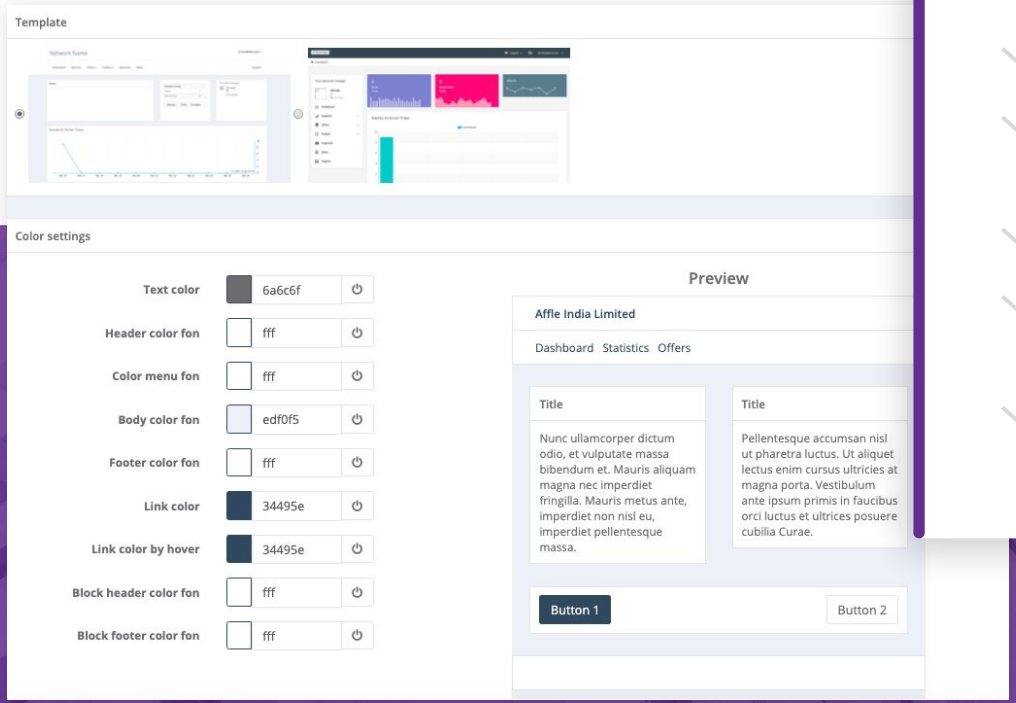


- End-to-end API
- Commission tiers
- Alert System
- Migration package
- Data transfer tools

CORE FEATURES
ACCOUNTING

- Billing for Affiliates & Advertisers
- Integration with accounting & billing services
- Multicurrency support

CORE FEATURES
BRANDING & CUSTOMIZATION



- Tailored UI Design
- Configurable content & navigation
- Custom Domains
- Independent infrastructure
- Storage for legal documentation

AFFISE

CORE FEATURES

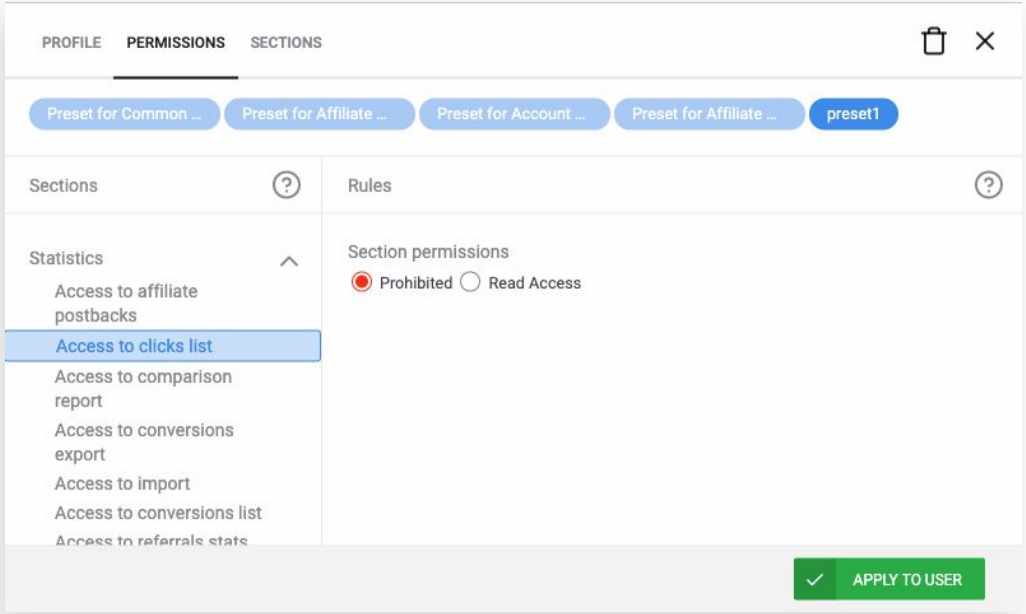
BUSINESS COMMUNICATIONS

01 Flexible User management

02 Ticketing & notification system

03 News feed

04 Account access for affiliates & advertisers



AFFISE REACH

a global place where Brands and Agencies partner up to accelerate business growth

For Brands/Advertisers

- **Explore** and **connect** with the industry top networks and agencies
- **Find** and **recruit** your most valuable partners to drive high-quality traffic to your website and generate leads
- **Drive** brand awareness and **promote** your product across the market

180+
GEOs coverage

AFFISE REACH is a space of 1000+ networks and agencies to find your next high-performing partners

+28%
Average profit growth driven by new partnerships

AFFISE REACH

a global place where Brands and Agencies partner up to accelerate business growth

For Networks/Partners

- **Connect** with the top brands and save time hunting for new offers and advertisers
- **Promote** yourself across other global networks and agencies and expand your 2-way partnerships
- **Integrate** with advertisers and networks from any vertical in just few clicks

5000
Users already joined

Unleash thousands of exclusive offers and **grow** your network with new partnerships

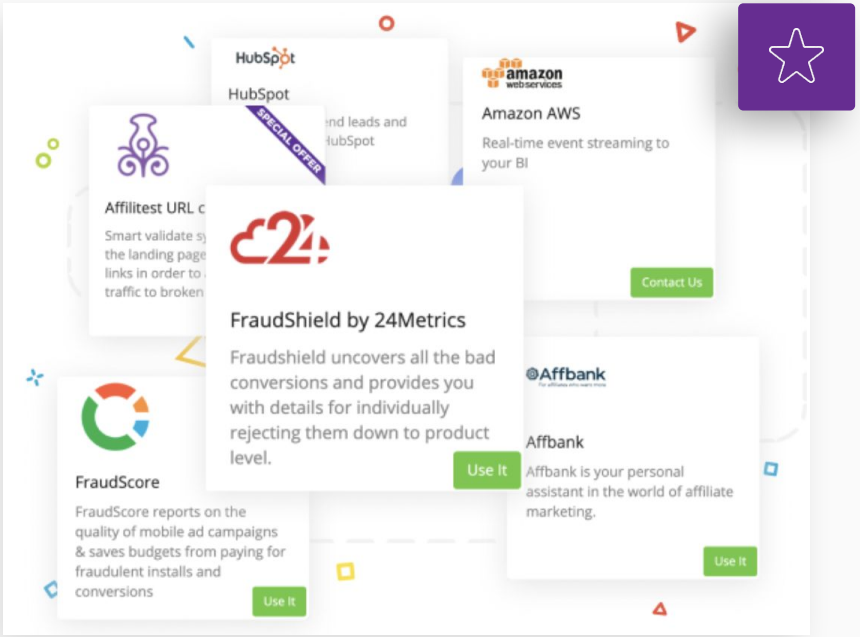
15
Verticals partners operate in

AFFISE MARKETPLACE

a place for you to integrate with best services on the market

ALLOWS TO WORK WITH MORE THAN 20 BEST-IN-CLASS SOLUTIONS

for billing, fraud detection, BI event streaming, CR optimization, kead generations & etc.



AFFISE

CPAPI - CAMPAIGN DATA PIPE

the first technology which automates the process of pulling and synchronising offers from advertisers to Affise

100+ Integrated sources

74,4M Offers transferred from different sources

5000 Offers/sec Speed of synchronization

1000+ Agencies which run offers from CPAPI

CPAPI is a first technology on the market **which connects sources of offers and recipient systems** pulling thousands of offers in a matter of seconds

DATA FUSION

real-time event delivery service

DATA FUSION IS A REAL-TIME DELIVERY SERVICE WHICH TRANSFERS ALL THE DATA FROM AFFISE

into your system, allowing you to further slice and dice it, and adjust your strategy accordingly

AFFISE KEY FEATURES

01

Ad budget predictability

Ensure the total budget control with fully transparent pricing policy.

02

Customizable metrics calculations

Group data the way you want, slice and dice it and calculate specific for your business metrics.

03

Users management & Data protection

Give different access levels to Statistics and Users sections for different team members, in order to protect data against unauthorized accesses.

AFFISE KEY FEATURES

04

GDPR compliant and secure platform

Manage affiliates in line with all legal regulations.

05

Flexible multi-tiered commission plans

Any commission type for your affiliate program: Standard or Tiered Revenue Share, CPA or Hybrid.

06

Diverse number of integration types

Choose the most fitting integration type: Pixel, S2S, API integration.

07

White-label platform

Reflect your company identity with brand design and customize the system settings for your organizational purposes.

THANK YOU!

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