HOW TRAFFIC SQUAD GREW ITS MEDIA BUYER CUSTOMERS USING THE AFFISE DATA FUSION FEATURE

Challenges

Traffic Squad aims to become one of the biggest players in media buying solutions worldwide. To achieve this goal, the team needed a partner marketing platform to aggregate all its data and ensure its media buyers ran new campaigns efficiently. Finding such a solution wasn't an easy process.

As a media-buying company, Traffic Squad began working with affiliate accounts. However, soon there were dozens of new partners, and keeping track of all the statistics became challenging.

The company's media buyers and volumes grew, leading to increasing advertising campaigns, while the tracker system they used at the time couldn't deliver new volumes. Also, clicks and conversions were challenging to export. As a result, media buyers started complaining because they needed help to run new campaigns efficiently.

Before switching to Affise, Traffic Squad used one tracker for all media buyers, among 15 to 18 professionals. At that time, their volumes received up to 600 thousand clicks and up to 120 thousand conversions.

Advertisers needed to send several postbacks to the trackers. Due to the various technical obstacles, the systems couldn't aggregate all the data and get an overview. When the Traffic Squad team started growing, this challenge became more critical. They had to divide buyers into 2 trackers, which caused difficulties in integrating offers, working with statistics, and managing limits from advertisers.

The team considered several alternatives for tracking tools and even tried their demo versions. However, none of them could meet the company's requirements in terms of technical characteristics. They needed a solution to aggregate all the collected data in an easy-to-read dashboard to facilitate their work. Luckily, Affise's suite of tools provided the solution TrafficSquad had been looking for since the beginning.

TRAFFIC SQUAD

Traffic Squad is a fast-growing iGaming media buying company with a strong team of professionals. The company's journey started 3 years ago with a team of 5 people, including 2 media buyers. The team quickly expanded and now consists of 100 members and 40 media buyers. The company offers its services to clients worldwide, focusing on the European, Asian, and LATAM markets.

Solution

By using Affise, the company could precisely attribute numbers and rely on the data collected to analyze and support its decisions.

"We came up with the idea of using Affise as an intermediate point between the Advertiser and the tracker our media buyers used. This decision turned out to be very successful, it helped us simplify the work with data and facilitated the work of Affiliate and Account managers, for whom Affise became the core tool in their workflow. Before using Affise product, our employees worked with other tracking solutions, uploaded and summarized data in Excel, which took a lot of time and often led to several critical errors."
– says Artem Lashko, COO of Traffic Squad.

Thanks to the Data Fusion feature, the team could analyze the conversions they receive and build a tracking link conversions model. The team has leveraged the model to optimize their conversion rate and forecast across different GEOs, campaigns, and buyers.

"We realized that it was needed to distribute traffic by different aggregations: by click date, conversion date, etc., all this information could be collected in an Excel document. But data updates take place frequently. We clearly understood that we needed some tool to process all the received data and its updates, and since we were constantly using such statistics, we obviously needed some dashboards. We tried to use the API, but the traffic volumes were constantly increasing, so it was quite hard to manage it via API. At that time, we came across the Data Fusion feature provided by Affise, and it was the solution." – explains Mariia Ignatovskaya, Data Analyst of Traffic Squad.

Solution

Now, media buyers at 20% ROI could finally predict the number of conversions of the day and how the ROI metric could improve. Affise's platform made it easy for the company and its clients.

"Working with Data Fusion is as simple as possible. Affise already has integration with Google Cloud, and you can start uploading data in just a few clicks. To complete this task, it is enough to have a Junior Analyst in a team or simply a person who can work with SQL to process the data that Affise sends." – says Artem Lashko, COO of TrafficSquad

Outcome

With Affise, Traffic Squad's team has grown to 100 members, 40 of whom are media buyers. The team can now ensure that every media buyer has all the functionality they need to launch advertising campaigns as smoothly and quickly as possible.

Due to the right business approach and the desire to grow, the team began to scale the process, and as a result, they noticed the following improvements:

- More and more new advertisers wanted to work with the company;
- The team actively explored new traffic sources;
- Their volume grew steadily.

Today, apart from 40 media buyers and assistants, the company has over 1.5 million clicks per month. Without a feature like Data Fusion, the team would have to integrate with 3 or 4 trackers and spend hours checking stats with advertisers to handle this number.

2x
Revenue growth YoY

54%
Increase in the advertiser base

Zero
Server maintenance costs

"As I noted, switching to Affise was an excellent decision, and, in my opinion, this is the right move for growing media buying teams that face unstable trackers work when volumes increase. When media buyers buy more than 1 million clicks per month, it is essential to properly manage the data that goes through your links and optimize advertising campaigns as much as possible, increasing ROI and improving the traffic quality for advertisers. One of the biggest advantages of Affise is that you do not need to select a server, constantly monitor its performance, update PHP, etc." – says Artem Lashko

Thanks to Affise, they now aggregate all the data in one place and do it quickly and smoothly. Traffic Squad found out that it's not only convenient to work with Affise reports, but also easy to analyze the effectiveness and performance of offers to implement changes instantly.