HOW AMUNDRO SCALED MONTHLY CONVERSIONS UP FROM 10K TO 400K IN 2 YEARS

Challenges

To manage user acquisition campaigns, the Amundro team needed a platform that offered versatile solutions for multiple verticals and advanced features. To find it, they conducted an in-depth analysis of existing solutions based on various criteria such as campaign management interface, reporting engine, tracking engine, automation, billing, and so on.

The team wanted a partnership with SaaS software that would not only provide access to valuable functionality but also allow them to streamline their internal processes by accessing various API endpoints and feeding or exporting data to other third-party tools that the team was already using. To do this, the company needed a platform able to offer:

- An advanced campaign management;

- The ability to work with a large number of advertisers and partners;

- A professional fraud detection system;

- Automated traffic management;

- Support for probabilistic attribution;

- Ability to set up API connections with many third-party data analytics tools.

Amundro is a data and technology-driven performance marketing company that helps brands engage and monetize their target audiences on mobile. The company relies on a data–driven team with over 7 years in the ad tech industry and provides app promotion and acquiring high LTV users at scale, using OEM, affiliate marketing, and programmatic media buying as channels for user acquisition. Amundro works with clients worldwide, enabling advanced analytics for greater transparency.

Solution

Amundro chose Affise's platform because it offered tools that met their high expectations. The team relies heavily on **Affise's multifunctional APIs**, which provide access to a significant number of endpoints and seamless integration with various third-party tools.

The company used in-depth analysis methods to automate traffic management. Thanks to it, they could connect a separate analytics tool directly to the Affise platform via API. The solution enabled the team to improve the tracking of incoming impressions, clicks, and conversions while gaining essential insights for more subtle targeting or optimization of the traffic coming from their internal media-buying and media partners.

API automation made it possible to synchronize offers with a specific pool of advertisers, with a need to keep track of current terms for all offers, including daily limits, payments, or audience preferences. This need was fully addressed by the Affise platform's **CPAPI** tool.

"Affise is a comprehensive solution that offers a 360-degree range of services needed to start and scale a business. It is reliable, affordable and responsive to market changes and needs in a fast-paced industry."

Amelian Rupa, CEO Amundro
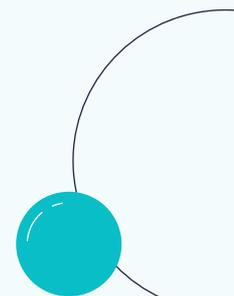
Solution

The **Click and CR automation** features simplified the management of incoming traffic from partners. It enabled Amundro to filter out inactive affiliates or automatically block poorly performing traffic sources based on too low or too high conversion rates or number of clicks in real time. The **CTIT reporting** feature also quickly identifies abnormal patterns and offers excellent visibility. These tools make the work process more accessible and allow the company to quickly respond to sensitive changes in traffic quality.

Due to App Tracking Transparency's changes brought with iOS 14, Amundro needed a solution for its media partners that would provide them to account for the conversions delivered using not only the deterministic method, but also the probabilistic method.

In early 2021, Affise launched the **Probabilistic Attribution** feature, which works with all MMPs. This captures information such as offer id, user agent, language, and IP address without capturing the click ID. It became the perfect solution for Amundro, which took advantage of this new feature to scale up its partnerships on the supply side by sending their affiliates the probabilistic conversions. Additionally, the improved integration with AppsFlyer made it possible to track partner performance directly from the Affise platform. **Direct MMP statistics** helped save time reconciling data and communicating with partners.

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Outcome

Thanks to the reliability of Affise services and the timely release of relevant tools such as Probabilistic Attribution, advanced functionalities for mobile applications tracking and constant support by the Affise customer success and support teams, Amundro was able to increase its revenue by 10x in just 2 years.

Automation of processes through API, automated integration through CPAPI, and time saved in daily review of MMP statistics allowed to increase the number of launched offers many times. Amundro has increased the number of promoted offers by 5x during these years.

Using Affise's API integration with third-party tools for detailed traffic analytics and optimization of traffic sources by CR and Click automation, Amundro achieved impressive results, **exponentially increasing the number of conversions delivered for its customers month by month while meeting the desired KPI goals**.

10x

revenue increased in 2 years

5x

the numbers of promote offers raised in the last 2 years

10k to 400k

jumped in monthly conversions

The team optimized several core processes, it was possible for them to fully **build, develop and grow their company in a fast and sustainable manner**. Amundro is a clear example of how an experienced team can achieve ambitious goals by leveraging the full potential of the Affise platform.