



HOW WE ADDRESSED MARKETING PERFORMANCE TRACKING THROUGH AFFILIATE MARKETING PLATFORM INTEGRATION

This case study, highlights how we addressed attribution modeling issues to enhance marketing performance tracking for a marketing agency based in the United States.

KEY METRIC

Tracking lead sources helped understand the performance of each marketing tool



**Optimized
marketing campaigns**

SUMMARY

Effective marketing performance tracking is essential for any business seeking growth. Identifying the primary lead sources that contribute to an optimized marketing campaign is a pivotal step toward business expansion. Our valued marketing agency client specializes in crafting outstanding brand advertisements for their customers, yet they encountered challenges in attributing leads accurately to specific channels. Our solution involved integrating their CRM with affiliate marketing platforms, which not only resolved lead attribution issues but also enhanced their overall marketing performance optimization.

BUSINESS CHALLENGES

Our client encountered challenges in effectively monitoring the performance of their marketing channels.

They acquired customers through organic website visits and direct contact via the provided phone number. Additionally, they collaborated with various affiliate marketers to drive leads.

Their main hurdle lay in accurately tracking the source of these leads to assess the performance of each medium. This vital information would enable them to strategically allocate resources, maximize client acquisition, and further invest in high-performing channels.



Optimised marketing campaigns



Strategic budget allocation



Reduced tracking resource needs

SOLUTION PROVIDED

Our client provided us with a detailed overview of their various marketing channels aimed at attracting leads. We took the following steps:

Analysis and Planning: We conducted a thorough study of these mediums and the potential customer journey.

Tool Integration Decision: We decided to integrate specific tools into their existing solution to facilitate comprehensive marketing analytics. The tools in question were:

WhatConverts.com: Used for tracking marketing performance, this platform dynamically changes phone numbers during user sessions, allowing for accurate source identification when calls are made.

GetCake.com: Employed for tracking affiliates, GetCake.com generates unique links for affiliates to trace the source of their traffic.

Integration Work: Our task involved integrating WhatConverts with GetCake. When a call was received through WhatConverts, we developed an interface to automatically credit the respective affiliate. This attribution occurred only when an affiliate vendor's embedded URL was detected.

Comprehensive Solution: Our solution covered both web-based and telephonic leads, enhancing tracking capabilities within the framework of WhatConverts.com.

IMPACT ON BUSINESS

Our client successfully achieved lead source tracking, which provided valuable insights into the performance of their marketing tools.

The seamless digital integration of WhatConverts.com and GetCake.com streamlined the automatic distribution of credits to the respective affiliate vendors. This efficient process eliminated the need for manual credit allocation at the end of each month, resulting in significant cost savings by reducing the resources required for tracking these activities.

