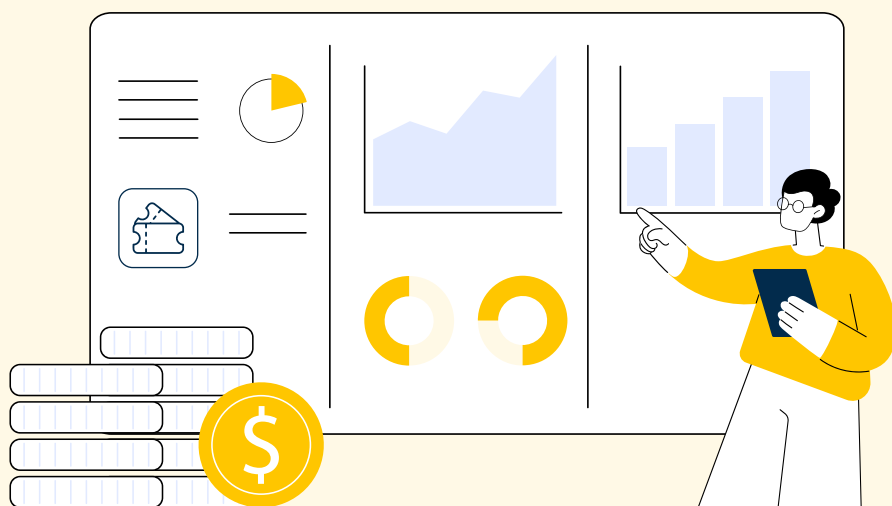


JioCoupons Solves Tracking Challenges with Trackier's Affiliate Marketing Solution



About JioCoupons

JioCoupons, a product of Jio Platforms Limited, is a coupon marketing platform for affiliate eCommerce businesses across domains in India. Started in 2019, the company is a part of Jio, which is India's one of the biggest multinational conglomerates, headquartered in Mumbai. Through this new-age platform, JioCoupons aims to track and optimize revenue streams for businesses through coupon marketing.

Using the platform, brands and advertisers can track end-to-end coupon performance, distribute coupons, track rewards, increase traffic and overall, optimize their coupon marketing strategy on the basis of what's working for their business.

JioCoupons Was Looking For A Technology Partner For End-To-End Campaign Analytics

The Challenge

JioCoupons was seeking out a SaaS partner that held expertise in end-to-end campaign performance tracking, revenue analytics, and real-time reporting along with a user-friendly interface.

Easy integration into JioCoupons' proprietary coupon management system was also a requisite for the company, along with a technology partner for campaign attribution, revenue attribution, and user journey visualization to optimize their campaigns.

Upon suggestion from their peers along with a demo call with the Trackier team, the Jio Platforms-owned company zeroed down on Trackier's Performance Marketing Software for their comprehensive coupon campaign requirements.



Trackier & JioCoupons Combined Campaign Tracking & Optimization Capabilities

The Solution

JioCoupons collaborated with Trackier via the latter's Performance Marketing Software to solve the attribution and analytics challenges and simplify coupon tracking, A/B testing, multiple commission models, and affiliate management for the businesses that are associated with the company.

The greatest edge of Trackier PMS was its usability and highly-intuitive interface, which combined with the innovative coupon management solution by JioCoupons helped over 100+ businesses impact their bottom line by bringing the best of conversion rate optimization, personalized coupon campaigns, all coupled with the access to the network of coveted Jio's publisher network.

Collaboration being the essence of every partner marketing campaign, is the greatest benefit that JioCoupons and Trackier brought together for associated businesses. Using the intuitive coupon marketing platform and Trackier's Performance Marketing Software, onboarded partners leverage a centralized dashboard for their campaign needs ranging from media management, invoicing, data sharing, and campaign analytics.

Using Trackier's Coupon Marketing Module, JioCoupons empowered over 150 brands in increasing their revenue via coupon marketing.

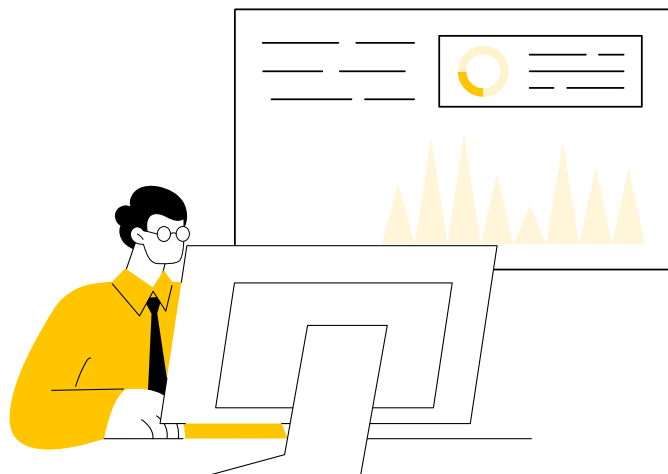
Both the companies are excited to embark on this collaborative journey further to boost partner enrolment for JioCoupons by the end of 2024.

Key Highlights of JioCoupons & Trackier Partnership

Overview

Trackier's alliance with JioCoupons is poised to significantly transform the partner marketing landscape by streamlining operations and bolstering effectiveness :

- JioCoupons was smoothly onboarded by Trackier in October 2023 with the goal to Trackier's powerful marketing automation tools to enhance their partner marketing efforts and drive increased sales.
- Trackier's Performance Marketing Software helped JioCoupons extensively in time and resources management. Many processes were automated like invoice management, report generation, CAP, etc. that improved the team's overall productivity.
- Leveraging this collaboration, JioCoupons successfully implemented CPS and CPI campaigns, growing them to account for one-third of their revenue stream.



Seeing is Believing: Real Results Driven By Trackier & JioCoupons

10%

Increase in
Clicks

10X

increase in
Gross Conversion
in Q1 2024

>20%

Improvement in
Conversion
Attribution

10%

Click-to
Conversion Rate
(more than industry
standards of 2.5%)

“I would rate Trackier a solid 10. The primary reasons for my strong recommendation include its robust features, excellent support from the team, and the measurable impact it has had on our marketing efforts. Trackier has proven to be a valuable partner in our success journey.

To the entire Trackier family, I want to express my gratitude for being an invaluable partner in our journey. Your innovative solutions, and commitment to excellence have helped us optimize our resources. Here's to continued success, shared achievements, and a future filled with groundbreaking milestones. Thank you for being an integral part of our success story!”

Vijay Tiwari,
Business Head -JioCoupons

About Trackier

Designed for brands, affiliate networks, and agencies, Trackier's Attribution Tracking Platform is a subscription-based SaaS solution that streamlines campaign management, analytics, fraud prevention, and automation. This entirely customizable platform provides a unified dashboard for creating, optimizing, and monitoring campaigns, as well as handling partner management, onboarding, and payment automation. Additionally, Trackier offers an in-house anti-fraud tool with an impressive accuracy rate of **99.9%**, protecting the campaigns from fraud and malicious activities.

Credits:

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