



About Torazzo:

A Premier Affiliate Network

Torazzo is a leading affiliate network with a focus on delivering exceptional results. Torazzo offers:

High-performing campaigns- Their rigorous screening process guarantees that only the most promising programs make it into their network.

Fair commission structures and timely payments- Affiliates can rely on consistent and competitive earnings.

Comprehensive promotional materials- Torazzo equips affiliates with the tools they need to effectively promote their campaigns.

Personalized support- Their experienced team offers dedicated assistance to help affiliates achieve their goals.

Identifying the Challenge

Overcoming Customization and Performance Data Barriers

Torazzo, a company heavily involved in affiliate marketing, faced several key challenges in optimizing their campaigns and increasing profitability.

One major issue was the lack of flexibility in customizing payouts for their campaigns, which led to difficulties in competing with other brands.

They also struggled with tracking performance data in real-time, preventing them from making swift decisions to enhance campaign outcomes.

Additionally, Torazzo found themselves competing in a saturated market where customizing campaigns and maintaining efficiency was crucial to staying ahead of their competitors.



Solution Provided by Trackier

Hybrid Payouts, Customization, and Real-Time Insights

Trackier stepped in to address these challenges with its customizable and dynamic performance marketing software.

To meet Torazzo's specific needs, Trackier developed a Hybrid Payout System, allowing Torazzo to tailor their campaign payouts based on individual performance, optimizing for higher ROI for both the company and its publishers.

Another key feature implemented was Trackier's Sampling and Redirection Flow System, which enabled Torazzo to experiment with different campaign strategies, giving them a competitive edge.

The comprehensive All Reports feature also allowed Torazzo to monitor campaign performance and publisher data daily, ensuring transparency and actionable insights.

With responsive postback support from Trackier's team, Torazzo quickly resolved any technical issues, allowing their campaigns to run smoothly.

Results Achieved

10%

Increase in Conversions

50-300%

ROI Boost

70%

Profit Growth

Torazzo experienced significant improvements in their affiliate marketing campaigns by utilizing Trackier's performance marketing software.

Key Results:

- **Increased Conversion Rate (CR):**

Torazzo achieved a conversion rate within the range of 1-10%, reflecting the success of optimized campaign strategies and improved targeting.

- **Enhanced Return on Ad Spend (RoAS):**

The implementation of the Hybrid Payout System allowed Torazzo to maximize their ad spend, resulting in an average RoAS of 50-300%, driving greater value from their campaigns.

- **Profit Growth:**

In 2023, Torazzo experienced profit growth of 70%, a direct outcome of Trackier's flexible and efficient platform that allowed them to optimize their campaigns and enhance overall performance.

Client Testimonial

In Their Words.

Torazzo experienced significant improvements in their affiliate marketing campaigns by utilizing Trackier's performance marketing software.

"Trackier provides detailed tracking and attribution capabilities, enabling us to make quick decisions based on up-to-date data. The best part is Trackier can customize every aspect of the platform to fit our needs. Their Hybrid Payout System and Sampling Features were game changers for us, helping us compete effectively in the industry. The support from the Trackier team has been remarkable, solving any issues in real-time and empowering us to achieve our goals,"

- Falis Rohman,
Team Torazzo

