

**70%↑**  
QoQ Revenue

refpay

**30%↑**  
Profit Margin

Trackier with its proprietary and niche technology-based performance marketing solutions has helped Refpay increase profit margins and QoQ Revenue

TRACKIER<sup>®</sup>

# ABOUT THE CLIENT



+ Refpay Media is the leading solution-based digital marketing agency and an affiliate network headquartered in Singapore. They empower global Advertisers & Brands and Publishers of all sizes to grow their businesses online.

With a powerful network of affiliate marketing and technology, Refpay aims to expand advertisers' business and their ROI consequently maximizing Ad revenues for its Publishers by driving business growth across the entire Value Chain.

They are standing the test of time by providing a worldwide reach, effective strategies, 100% transparency in reporting, performance-oriented solutions, on-time partner support, fastest payments & validations, and best payouts for offers to their clients.

They help brands grow online by attracting, engaging, and retaining traffic through services like Brand Marketing, Pay-Per-Click, Video And Viral Marketing, Email Marketing, Social Media Marketing, Performance Marketing, Tracking API, Native And Display Marketing, and Mobile Marketing

With 3500+ Active Publishers, 100K+ Daily Conversions, 450K+ Clients Onboard, and 2M+ Daily Traffic, the numbers they have achieved through the years speak for themselves.



Before Trackier, Refpay Media had started their operations with hasoffers and they were experiencing low and dissatisfying responsiveness from them.



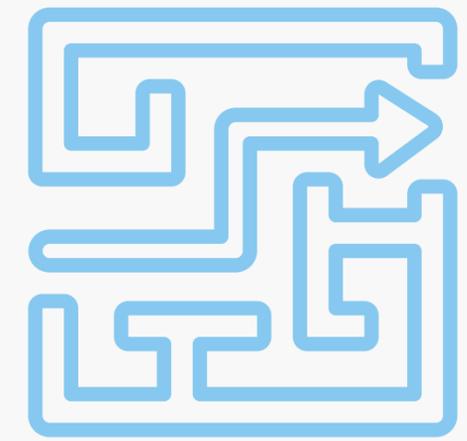
Along with this Refpay faced persistent challenges in promptly integrating its platform with advertisers along with never-ending backend issues.



The continuing cost burden had made it nearly impossible for the company to proceed with its regular business operations. With these pain points, Refpay had approached Trackier, India's foremost performance marketing company with an outstanding track record.



# The Business Challenge



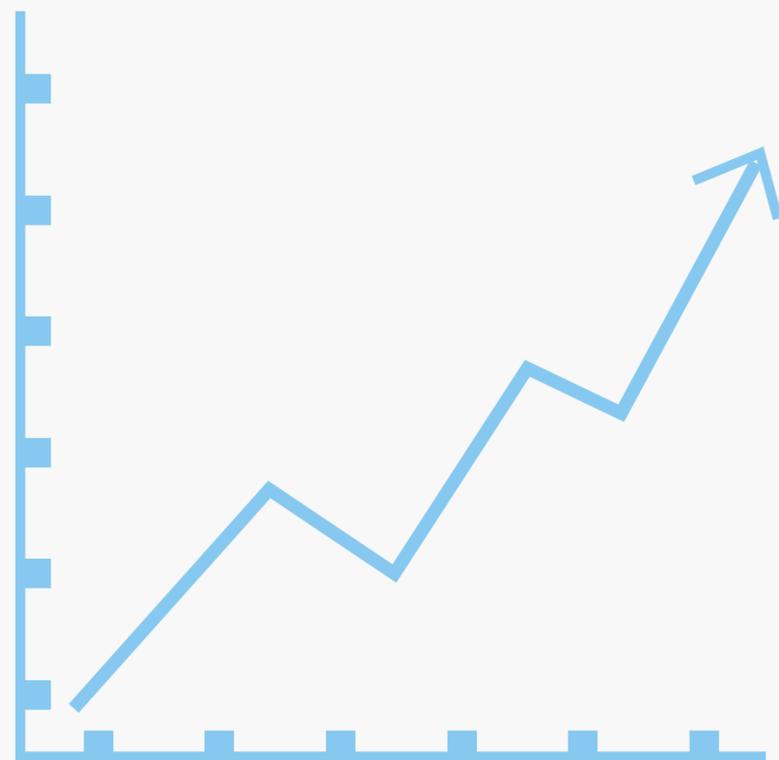
# HOW TRACKIER HELPED



- + “The moment Trackier came on board, we knew that we had come to the right place. And Trackier didn’t disappoint us. Within a matter of weeks, most of our concerns ranging from integration issues with advertisers to operational issues in the backend were all sorted out.”, said Mr. Surendra Tiwari, Founder & CEO at Refpay Media
- + Refpay finds that with Trackier the speed of API integrations with advertisers has been boosted, helping them as well as their clients tremendously in their business processes and objectives.
- + “As compared to our experience with our earlier partners, something which had been rather disappointing in terms of responsiveness, much less quality of work, working with Trackier has been a smooth, easy ride. With the company’s prompt and agile response mechanisms being well in place, they made sure that its representatives were always at hand to respond to our queries and even additional support requests making it a truly worthwhile experience.”
- + With their backend operations completely taken care of by Trackier, Refpay is now free to focus on their core business functions thereby helping them maximize revenue.



# What Trackier was able to achieve for Refpay Media



We are delighted to have been a part of Refpay's journey for the last year. As an end-to-end performance marketing solutions provider, we have always kept our clients at the center of everything we do.

Our longstanding experience having implemented in excess of 100 Ad Network integrations was greatly instrumental in the way we quickly identified Refpay's API integration issues with advertisers and sorted them out. Moreover, our post-implementation service and support systems have continued to serve Refpay's needs as and when required

The fact that our association with the company has helped them increase their profit margins by an incredible 30% in the last year is particularly satisfying.



30% ↑

47% ↑

70% ↑

15% ↑

**Increase in Profit Margins**

**Gross Conversions**

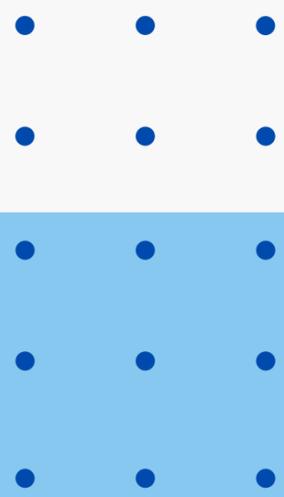
**QoQ Revenue**

**Jump in Gross Profit**



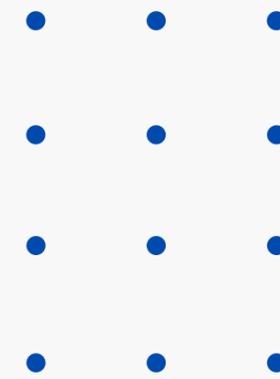
“An organization can grow when they have less to worry in their backend operations and have more time to work on their business function which maximizes the revenues, It was a wise decision for us when we chose Trackier for our tracking solutions because in the last year they have been a wonderful solution for us with very nice support, and very much helpful in additional support requests.”

– Surendra Tiwari,  
Founder & CEO



**TRACKIER<sup>®</sup>**

# Contact us



## Because, we're here to help

Tell us what you are looking to achieve and we will try our best to help you attain it. Contact us today or visit our website and sign up to get a free trial



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