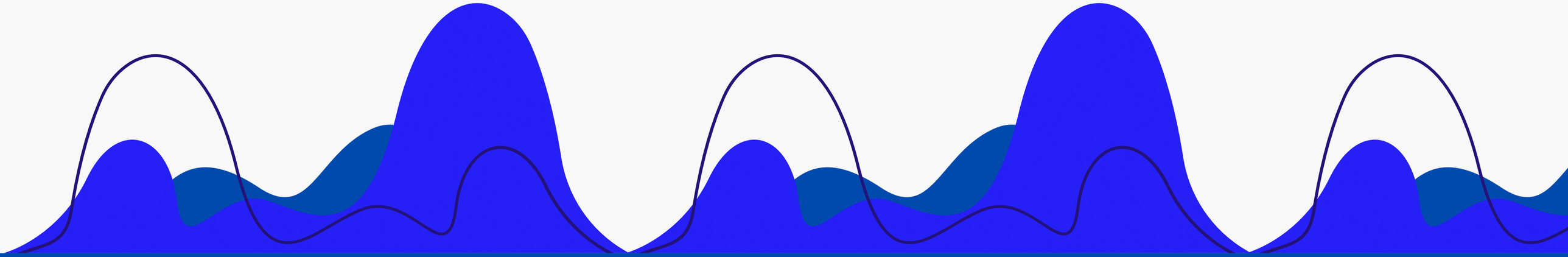
GrabOn

SAVE ON EVERYTHING



Trackier’s Partnership Management Platform enables a significant increase in the month-on-month profit of GrabOn by an average of 30%.

# ABOUT THE CLIENT

- GrabOn is the most successful and trusted affiliate e-commerce brand in India. It is the market leader in the coupons and deals environment and is renowned for its unique user interface and seamless couponing experiences. They are associated with more than 3,000 top brands and have been helping users save on everything from fashion to travel, food, entertainment, home decor, health, and more since their inception in 2013.

- The success of GrabOn can be easily attributed to the fact that they have been successfully helping online shoppers get incredible deals and save money every time they shop online by providing the latest coupons, offers, and deals.

- The 6 million visits that they receive every month is a testament to the trust they have garnered from online shoppers. Not only are they the no. 1 providers of hot deals for their customers, they are extremely beneficial to work with as affiliates.

# The Business Challenge

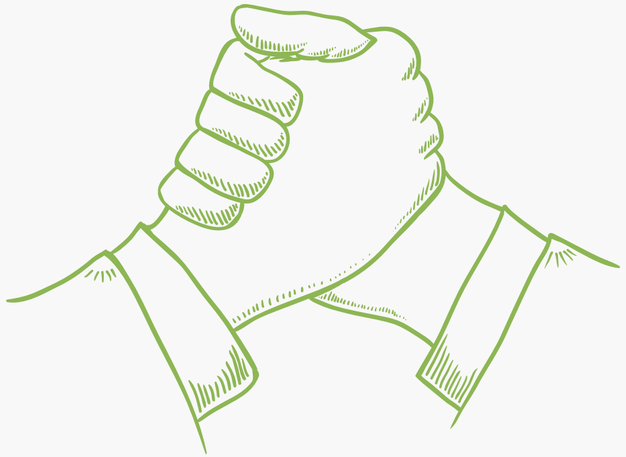
While GrabOn had been using an affiliate tracking platform before partnering with Trackier, they needed services that a simple affiliate tracking platform just couldn't provide. Their challenges required someone who could provide solutions that would help maximize the ROI of their partner marketing campaigns across multiple channels, clients, and geographic locations.

GrabOn has an affiliate model for which brand partnerships play an important role. With the onboarding of more and more brands, the team needed a solution that could simplify the entire campaign management process. Right from client onboarding, to report generation, the team wanted something which could make the process smooth, efficient, and agile. User-friendliness was also a matter that they wanted to address. Moreover, due to the expanding portfolio, the ability to manage multiple campaigns under one roof was the need of the hour.

They also needed to attribute sales to different sources and implement payout tiers within a single pixel.

They had a lot of issues with observing their campaign performance in real-time, this caused problems like timely payout integration in multiple formats, multiple pixel integration for tiered structured payouts, and more.

# HOW TRACKIER HELPED



- GrabOn kept its options available and even thought of sticking to the same platform and proprietary dashboards as before, but Trackier managed to come out on top.Trackier," said Sahil Singhani, VP of Affiliate Marketing at GrabOn.

- "Trackier has impressed us with their unmatchable 24/7 support. We can now better manage and monitor our campaigns and pixel creation and integration is a walk in the park thanks to

- Trackier provided them with a one-stop solution to all their concerns. The smart optimization feature lets the team track different types of KPIs. The admin is also alerted whenever a campaign needs attention. Trackier seamlessly integrates with other tools too, thereby reducing the hassle involved in tracking multiple platforms. Also, the team was impressed with our readiness to be available and constant support, which made them instantly decide to choose Trackier as their tracking platform.

# RESULTS

After starting to use Trackier’s Partner Marketing Software GrabOn has seen better conversion rates. Moreover, Trackier’s robust reporting system has enabled them to easily identify the traffic source and medium of transactions. This helps maximize performance marketing campaigns and better meet clients’ requirements.

The best part is that Trackier's single platform meets every GrabOn need from maintaining campaign-related documentation, including purchase, request, and insertion orders, to memorandums of understanding. Besides, they have also been able to better track invoicing and payment follow-ups which have, in turn, strengthened their partnerships.

"After moving to Trackier, we have achieved an increase of 30% on our month-on-month profit." Sahil Singhani, VP Affiliate Marketing at GrabOn.

TRACKIER®