



CASE STUDY:

Affiliate Advertiser Optimisation through Webgains innovative API V3 release

About AffiliRed

AffiliRed is a performance marketing agency that specialises in the travel industry and the AffiliRed team currently manages the performance marketing campaigns for more than 200 travel companies across the globe.

The agency's business model is based on CPA (Cost Per Acquisition) and without any major investment from its travel partners, AffiliRed delivers a significant increase to the international traffic its clients get to their websites, as well as growth of their online sales.

The Problem

To achieve the best results for such a large number of clients, the AffiliRed team had been entering information into the Webgains platform manually.

But the team had a bespoke, in-house software management system that it wanted to plug directly into Webgains. This would save time and fully automate the process of its affiliate management (accepting and rejecting), programme management and offers management.

Challenges

Webgains revealed its platform roadmap to AffiliRed as soon as we began working together because we were confident we could make improvements and introduce faster on-boarding to the AffiliRed affiliates, as well as better automated management of their programmes. We knew this, in turn, would result in far greater efficiency cost savings (because there would be no more manual work) and an increase in revenue by having all AffiliRed programmes added to Webgains automatically.

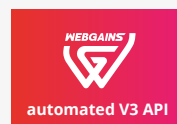
As a result of these early discussions, AffiliRed was eager to jump on board and become the very first alpha and beta tester of Webgains API V3. The Webgains v3 API is a radical re-write and rationalisation of Webgains assets and forms the foundation of flexibility, which is how we leverage our position as Europe's Largest Affiliate Network on our current tech roadmap.



Merchant website



AffiliRed takes care setting up of your program in multiple affiliate networks



Publishers websites



Internet users



The Solution - Webgains V3 API

The Webgains V3 api is a restful JSON API using oauth 2.0 (tech acronyms over) secured interface, which allows everyone we work with, including advertisers, affiliates and agencies, to make our platform their own.

Here at Webgains we have allowed our developers to spend the time they use on research and development to think of new ways to put the Webgains V3 API to good use. This has resulted in the use of our API being implemented not only in our core roadmap, but extending to being utilised in our mobile apps, chrome plugins, desktop applications and new web applications - as well as numerous tech demos seen in the release of our Alexa and FireTV Stick applications.

Of course it goes without saying our API will feature heavily in our projects with IBM Watson [read more here <http://performancein.com/news/2017/03/23/q-Webgains-using-ibm-watson-tech-performance-marketing/>]

In summary, we are confident that our new API allows all of our stakeholders to leverage the power of Webgains. It demonstrates real out of the box applications, which presents a great opportunity for our customers and clients to innovate with us.

How Webgains Helped

Webgains created a set of functions and procedures that allow the creation of applications, which access the features of the Webgains Platform for AffiliRed to fully integrate with their internal systems seamlessly. These centered around affiliate management and offers management and a brief explanation of these services are outlined below:

Affiliate Management

The affiliate management system easily allows you to query the system for affiliates that you can accept into your program or reject them.

- <https://api.Webgains.com/v3/auth/merchant/publisher/list>
- <https://api.Webgains.com/v3/auth/merchant/publisher/accept>
- <https://api.Webgains.com/v3/auth/merchant/publisher/reject>

Offers Management

The offers management system will allow you to query the system for offers you have previously created, and allow you to create new offers and update or delete existing offers.

- <https://api.Webgains.com/v3/auth/user/programs>
- <https://api.Webgains.com/v3/auth/merchant/offer/list>
- <https://api.Webgains.com/v3/auth/merchant/offer/create>
- <https://api.Webgains.com/v3/auth/merchant/offer/update/status>
- <https://api.Webgains.com/v3/auth/merchant/offer/update>

Results, Return on Investment and Future Plans

Webgains was delighted that when we sent the initial specs over to AffiliRed, with some sample code, they had connected and had the endpoints working and authenticated in hours, a real credit to David Rivera, AffiliRed's Head of Development and the AffiliRed Development Team as a whole. The AffiliRed developers were instrumental in suggesting numerous ideas and improvements to our early alpha designs and the solution have clearly helped reduce massive manual work.

"AffiliRed were delighted that they were able to get their code connected to the end points without fuss and within hours. This is all credit to AffiliRed's enthusiastic and hard work."





We hope to share a fuller, more comprehensive API with AffiliRed in the not too distant future. We want to empower the team at AffiliRed to leverage the multiple reporting options this API can provide, along with better data feed and product management, as well as an API containing cognitive based campaign suggestions based on our IBM Watson partnership.

All of these benefits will allow AffiliRed to tweak Webgains programmes in order to see further revenue growth opportunities.



"We live and work in a world where technology must help us to reduce a lot of manual and routine tasks in order to focus on research and creativity.

Connecting different platforms to eliminate repetitive and tedious work tasks, erradicating human errors means saving great time and money which can be reinvested in many other things.

The integration between AffiliRed and Webgains allows us to eliminate a lot of manual work in the Offers/Deals/Coupons and Affiliate Management for many Advertisers. This allows us to have more resources to be able to grow, to manage more programs, to discover, recruit and manage more affiliates, and to supervise and administer everything much better.

With the new Webgains API, they have made a qualitative leap for Marketing Agencies such as AffiliRed in order to grow both in terms of quality and quantity."

About Webgains

Webgains is the highest performing affiliate marketing network that gets brands in front of the right audience, converting visitors into customers.

Webgains provides market insight and smart technology for its affiliate network of publishing partners, connecting brands to publishers to monetise online content.

Webgains is investing in cognitive solutions to ensure highly targeted sales conversion, benefiting both brands and affiliates.

Webgains was founded in 2004, and since 2006 has been part of the ad pepper media International N.V. Webgains operates in 14 markets internationally and currently represents affiliate marketing programmes for over 2,000 brands including Nike, Mothercare, Samsung, Hertz, Ann Summers, LoveHoney and Cotsworld Outdoor, promoting offers and deals across over 250,000 publishers.



What next?

Interested in using the Webgains API to automate and streamline your affiliate advertising campaigns?

www.webgains.com
<https://www.facebook.com/WebgainsUK>
<https://www.linkedin.com/company/Webgains>
or follow @WebgainsUK.

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