

How Wakefit increased its affiliate revenue by **25%** with Trackier

ABOUT



Wakefit champions the mattress and pillows business by putting its money where its mouth is. They validate and certify manufacturers of foam used in mattresses and pillows and uncover the rampant fraud in the market!

Everyone deserves a good night's sleep and Wakefit makes it possible by providing unadulterated foamed mattresses. Unlike many expensive and branded mattresses, their product does not contain calcium carbonate as an inexpensive filler, to make up the 'mass' of the mattress.

Wakefit products are lab-tested, genuine, and long-lasting. They assure a sound sleep with a density that adapts to your body contour for greater comfort! Also, they are cost-efficient by up to 50% in comparison with any other 'renowned' brand.



32%

Boost in **PROFIT**

SITUATION

In 2020, the team of Wakefit had the vision to scale its affiliate operations to drive more revenue and cost-per-sale conversions. They needed:

- A holistic platform that displays the entire operational flow of affiliates on an easy-to use dashboard.
- Hasslefree and advanced coupon management.
- Swift publisher payments.
- Real-time reporting and cross-platform device tracking.
- Payment to publishers post the return window is closed.
- 'Scaling payout' so that they can set payout based on the number of conversions.



"We needed to make sure technology investment won't become a burden for our business. And we evaluated that Trackier has the best pricing policy with excellent customer support."

Pradeep Sadu, Head of growth, Wakefit

SOLUTION

Our holistic and wholesome partner management helped by offering:

Publisher payouts: Trackier offered 20+ customizable affiliate payouts to support Wakefit's unprecedented user expansion.

Cross-platform device tracking: Trackier tracked down users, no matter how many device jumps they went through.

Protection and control: Trackier's Anti-Fraud tool helped Wakefit save thousands of dollars from paying for dead leads.

Automation: Trackier offers end-to-end automation to drastically reduce repetitive tasks and efforts.

Coupon Management: Trackier helped Wakefit to manage their coupons with advanced customization options.

IN NUMBERS

When all is said and done, the onus truly falls on the actual numbers to give an actual picture of the success achieved. Here is what Trackier was able to achieve for Wakefit:

A 25% GROWTH IN REVENUE

INCREASE IN CONVERSION RATE BY 40%

A 32% BOOST IN PROFIT

25%

GROWTH IN REVENUE

40%

INCREASE IN CONVERSION
RATE

32%

BOOST IN PROFIT

OUTCOME

Tracking user-journey became a breeze for Wakefit ever since they started using Trackier. Trackier's multiple pixel options allowed them to choose the right one for different campaigns. Not only that, with us they were able to customize the macros based on the user information they wanted to capture.

Our real-time reporting system (supported by 200+ segmenting filters to draw meaningful insights from your data) helped Wakefit track multiple checkpoints throughout the users' journey.

Our payout options are specifically designed while keeping e-commerce needs in mind and helped with payments to publishers post the close of the return window (also known as the hold period).

Trackier's scaling payout support let Wakefit set payout based on the number of conversions.

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