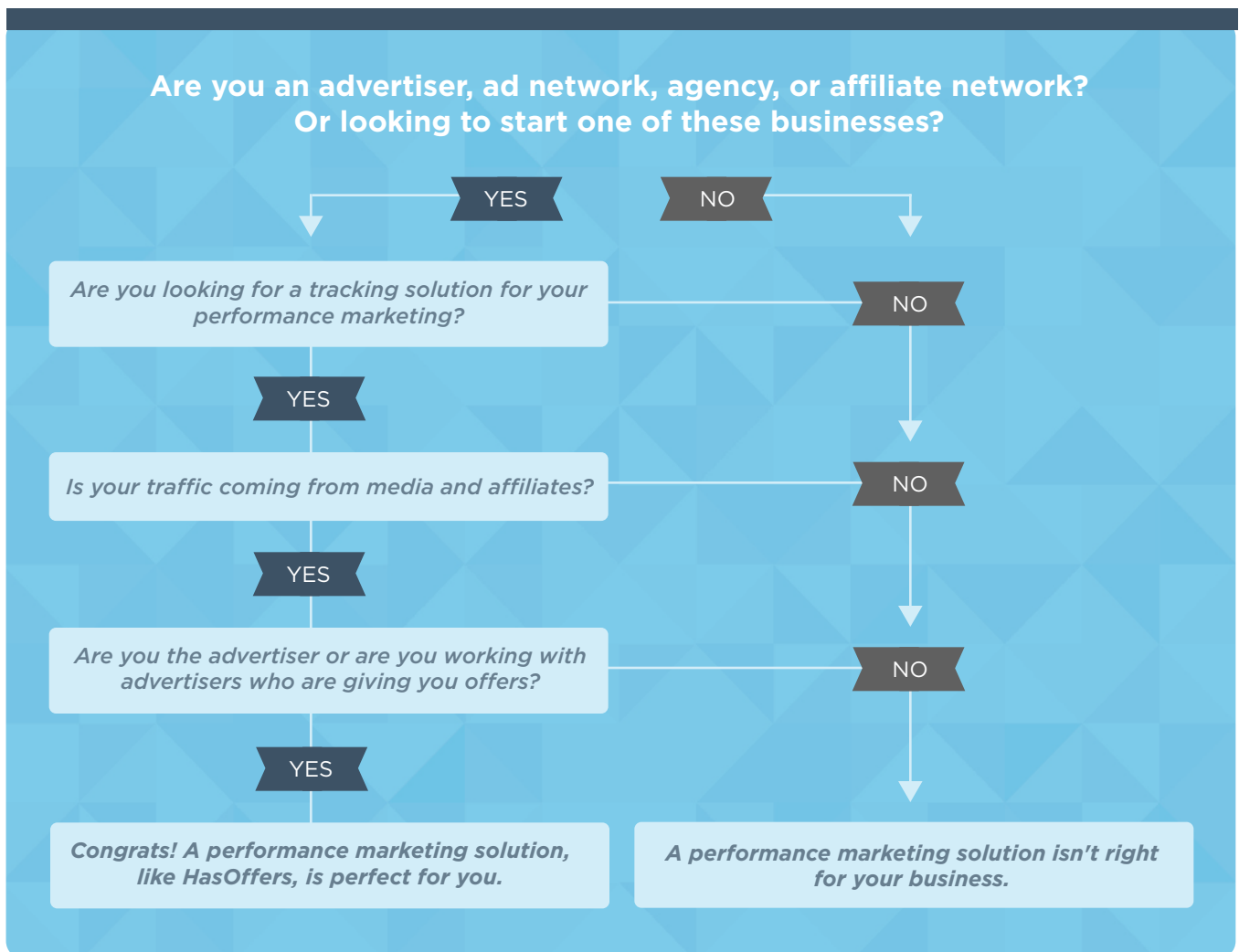


How to Know If a Performance Marketing Solution is Right for Your Company

Wondering if a performance marketing solution is right for your company? This easy flowchart will quickly determine if you're on the right track.



Now that you know a performance marketing measurement platform is what you need, let's dive a little deeper. When it comes to finding the best solution for your company, you need to consider several important factors because—let's be honest—you're not just buying software. You're relying on an indispensable service that will effectively streamline your entire workflow and making a significant investment in time and money that will affect every aspect of your business.

First things first. The type of businesses that typically require a performance marketing platform are ad networks, because they need a way to accurately measure the performance of their advertisers' campaigns and pay publishers. However, there are other businesses that can also benefit. Agencies leverage this kind of software to run performance campaigns for multiple clients, as well as advertisers looking to build an in-house publisher program.

With HasOffers by TUNE, you can effectively manage your publisher and advertiser relationships, as well as measure, analyze, and optimize your mobile and online marketing campaigns. HasOffers can even help you manage invoicing and payments with ease. Here are six beneficial features that will help you evaluate a performance marketing solution to create and deliver the most effective campaigns.

1. Single Reporting Dashboard

You're likely managing multiple advertiser campaigns and various publisher relationships. To save you time, HasOffers supplies one main cloud-based reporting dashboard for all of your campaigns. It also allows you to share customizable campaign reports with advertisers and publishers to provide valuable information about ad spend in real time. The TUNE Partner Center also allows for easy co-management of campaigns with your marketers.

2. Scalability

As your business grows, the platform you use must scale simply and automatically. HasOffers enables you to seamlessly upgrade your account to meet the increase in campaigns you deliver and publishers you work with.

3. Detailed Tracking

The more you track, the more data you can wield to optimize and improve performance. HasOffers includes pixel-based and postback tracking, and measures every conversion event type.

4. Advanced Targeting

Besides providing detailed audience segmentation and cohort visualization, HasOffers provides advanced targeting that allows you to choose network carrier, device type, demographic, location, and more.

5. Mobile Campaigns

HasOffers also helps you manage multiple mobile app install campaigns, and track all install results from the main dashboard. You can even incorporate deeplink URLs to drive consumers to a specific page within the app.

6. Personal Branding

Choosing an off-the-shelf solution is quicker and easier than building one yourself but it's important that your solution reflects your brand. By using a white-label solution like HasOffers, you can customize the platform with your own logo and identity, allowing you to focus on your core competency—performance marketing.

Take the next step

On top of these features, HasOffers has public uptime reporting (with 99.95% uptime) and 24/7 support via phone, live chat, and email. A robust platform-wide two-way API allows you to integrate third-party systems and build custom widgets and tools. And, HasOffers has a free 30-day trial that enables you to test before you buy.

START WITH A FREE 30-DAY TRIAL!