

# CLOUTA Grows Revenue by 211% and Increases Traffic 16X with Partners on TUNE



**211%**

GROWTH IN REVENUE



**16X**

INCREASE IN TRAFFIC



**1,800+**

INFLUENCERS & PARTNERS SUPPORTED

## Company Background

CLOUTA is a customer generation network based in Australia. The company helps advertisers acquire customers and grow at scale across a range of verticals and performance-based channels. These channels include social media, native, mobile, influencer, and content marketing.

## Goals

CLOUTA had three goals for their performance marketing solution. First, they wanted to expand their network to more verticals, offers, platforms, and partners. Second, they wanted to remove ad fraud and tracking discrepancies. Third, they wanted to power everything under one dedicated platform. To sum it all up: CLOUTA wanted one platform with the capability to onboard, track, manage, and optimize every type of partner and any kind of performance marketing campaign.

## Solution

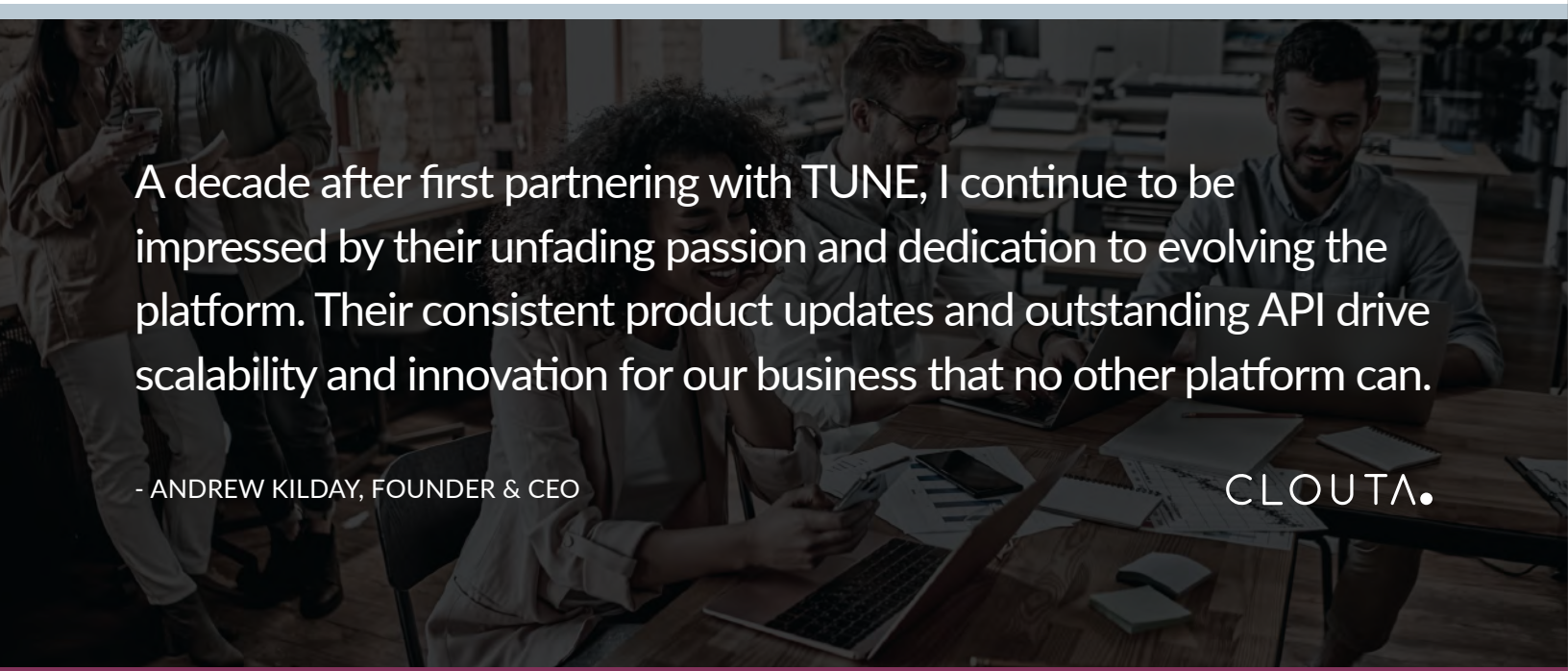
In the [TUNE Partner Marketing Platform](#), CLOUTA found the perfect mix of features, functionality, and flexibility to grow their customer generation network and client base. Easy API integrations, simple interfaces, and intuitive organization and navigation helped them start using the platform quickly. They found setting up offers and onboarding partners to be just as easy. Once everything was up and running, TUNE's performance automation tools took over.

## Results

CLOUTA became a TUNE customer in 2019. After setting up an account, one of the first things the CLOUTA team focused on was leveraging TUNE's API infrastructure. Specifically, they used the API to enable automated onboarding for partners and advertisers. This has allowed them "to recruit and manage a wider variety of partners, including influencers, native and content marketers, mobile marketers, social partners, and more," says Andrew Kilday, CLOUTA's founder and CEO. With TUNE, the company was able to open up their network to additional verticals and marketing platforms they didn't work in before, including partners outside of their local market. In less than a year, CLOUTA's customer generation network has grown to more than 1,800 partners and integrations, and traffic has increased 16 times as a result.

CLOUTA was also able to improve ROI by offering new performance models on TUNE that were not previously possible. These include in-app CPA for mobile influencer and partner campaigns, as well as dynamic models, such as in-app CPA + CPI and revenue % + CPA. With a range of performance models to choose from, CLOUTA is now able to "cater for every type of performance marketing campaign," says Andrew. As proof, the customer generation network has scaled from zero to over 35 million monthly clicks since launching with TUNE. Today, CLOUTA relies on the TUNE platform to run a variety of performance campaigns on app and mobile web, and to track every event, from app installs to registrations, billing to payments, and much more.

Finally, the customer generation network uses TUNE's performance automation tools to maximize internal margins and client ROI, all without breaking a sweat. By automatically optimizing offers and sending alerts, the TUNE platform saves "endless hours of campaign management," according to Andrew. CLOUTA also uses TUNE to automatically block poor performing traffic sources, which has saved the influencer network from wasting budget. Together, these TUNE features have helped increase efficiency and decrease overhead costs for the network, enabling CLOUTA to grow revenue 211% over the past six months.



A decade after first partnering with TUNE, I continue to be impressed by their unfading passion and dedication to evolving the platform. Their consistent product updates and outstanding API drive scalability and innovation for our business that no other platform can.

- ANDREW KILDAY, FOUNDER & CEO

CLOUTA.