

# Credit Sesame Boosts Program ROI by Optimizing with TUNE



**5**  
HOURS SAVED  
PER WEEK



**10%**  
IMPROVEMENT IN CPA  
OPTIMIZATION



**15%**  
OF CLICKS REJECTED  
AS FRAUD

## Company Background

[Credit Sesame](#) is a free online service that provides consumers access to credit scores and reports, credit monitoring services, identity theft protection, and other personal credit management tools.

After signing up for a free account, members can use Credit Sesame to get a complete view of their credit health, research home and auto loans, find credit cards and offers, purchase premium identify theft protection, and more.

## Goals

The team at Credit Sesame wanted a technology solution that could help them manage their affiliates and partners more effectively. Specifically, they were looking to achieve three goals:

- Run tests with new partners and traffic sources
- Be able to effectively optimize the ways they manage performance partnerships
- Protect against fraud

## Solution

Credit Sesame chose the [TUNE Partner Marketing Platform](#) for its robust suite of automation capabilities, range of customizable features and settings, and fraud prevention tools. In addition to its affiliate marketing technology, Credit Sesame relies on TUNE for industry-leading support and expertise through its dedicated account team.

## Results

A TUNE customer since 2015, Credit Sesame now views the TUNE platform as its go-to platform for onboarding new partners and executing performance marketing campaigns. Thanks to TUNE's thorough partner onboarding process, "there are less questions regarding the accuracy of TUNE's reporting when compared to some of our other marketing channels," says Derrick Nguyen, a senior marketing manager who oversees the affiliate program at Credit Sesame. Derrick's team now saves about 5 hours per week by using TUNE's automated reports, allowing him to "get tests done much more quickly" than on other marketing platforms.

By leveraging TUNE's real-time analytics and optimizations, Credit Sesame has also been able to more effectively manage the traffic sources they focus on and divest in. This has helped Derrick save 10% on the overall program CPA. "TUNE provides a robust reporting platform that allows me to easily look into any aspect of my program," he says. In addition, each month TUNE helps Credit Sesame protect their program by rejecting around 15% of clicks that have been identified as fraudulent. "The fraud prevention tool has been a powerful feature in helping me as an advertiser police against unnecessary payments to illegitimate clicks," Derrick says.

With the combination of the right technology and the right people, Credit Sesame has leveraged TUNE to grow their affiliate program by leaps and bounds. Or, as Derrick sums it up: "All these features have enabled the affiliate program to be one of the most cost effective channels for our paid acquisition team."



I am very impressed with TUNE's product team. They have been very proactive in wanting to hear our feedback as end users about how they can continue to improve the product. This willingness to always listen gives me great confidence in their ability to avoid complacency and to always seek a higher standard for their products. ”

- DERRICK NGUYEN, SR MARKETING MANAGER - AFFILIATE PROGRAM

credit sesame