



Gabi Increases Conversions 150% with Custom Payout Tools from TUNE



150%

INCREASE IN TOTAL MONTHLY CONVERSIONS



377%

INCREASE IN TOTAL PARTNERS



331%

INCREASE IN TOTAL MONTHLY PAYOUT

Company Background

Gabi is an online insurance broker and “agent” – their website doesn’t replace your insurance company, but it does help you shop for one. Gabi’s free tool allows consumers to compare home and automotive insurance providers and find the cheapest rate available. The insurance providers then pay Gabi a commission for each new customer acquired.

Goals

Gabi launched an affiliate program in 2018, using a combination of an in-house platform they developed and ShareASale. This setup quickly grew inefficient and expensive – the internal platform was clunky, neither solution offered enough flexibility, and they were paying the network a fee for every conversion. Gabi began looking for a third-party technology solution that could serve as an unbiased source of truth, provide flexibility and scale, and offered software-based pricing with no service charges or hidden fees.

Solution

After comparing the competition, Gabi started transitioning their affiliate program to the [TUNE Partner Marketing Platform](#) in 2020. Today, Gabi runs the vast majority of their program on TUNE, reserving the network mostly for recruiting new partners before moving them over.

Gabi works primarily on a CPA/CPL basis, paying out partners per lead or per quote, but also pays out on CPA for external click-outs. Having different conversion goals for separate offers and partners was either impossible or a nightmare with previous solutions. With TUNE, it was easy, thanks to the platform's advanced commissioning features. Gabi finally had the flexibility to track complex conversion/offer combinations, add partner-specific payouts to offers, set dynamic commission structures, and much more, opening up new opportunities for optimization and incremental revenue.

Results

In the 12 months since switching to TUNE, Gabi has improved performance and efficiency across the board:

- 150% increase in total monthly conversions
- 377% program growth (229 total partners as of June)
- 331% increase in total monthly payout
- In addition, over one month, 56% of all conversions and 35% of conversion-driving partners originated in Connect, TUNE's partner ecosystem

Thanks to TUNE's extensive feature set and flexible technology, Gabi has been able to adapt quickly to scale their program and revenue, even during periods of uncertainty and pandemic-related shutdowns.

The biggest value add for me is the flexibility and ease-of-use of the TUNE platform. Features like multiple conversion goals, custom payouts within offers, and real-time data make TUNE a one-stop shop for tracking and reporting, and that's increased both our efficiency and transparency with our partners.

- AUSTIN GREEN, HEAD OF PARTNERSHIPS

