

# Preply Increased User Sign-ups 100% and Cut Acquisition Cost 50% with TUNE



**100%+**

INCREASE IN NEW USER  
SIGN-UPS (QOQ)



**50%**

DECREASE IN CUSTOMER  
ACQUISITION COST



**122%**

INCREASE IN  
PROGRAM PARTNERS

## Company Background

Founded in 2012, [Preply](#) is an online language learning platform that connects more than 49,000 tutors with learners from all over the world. Users can book a lesson in seconds via mobile or desktop, and then enter a virtual classroom to receive one-on-one tutoring via live video. Preply's personalized learning space is built around the idea that live engagement is the most effective way to learn a new skill, even in the digital age, and the company is focused on maximizing that potential for its students and teachers.

## Goals

Preply needed a partner marketing solution that made it easy to recruit and work with a variety of partners. In addition, the solution had to offer customizable payouts and flexible commission tiers to accommodate a variety of partner types and conversion goals. Finally, Preply wanted a platform that came with native fraud protection and optimization tools, so they could limit the integrations needed out of the box.

To sum up, Preply's top three goals for a new platform were the following:

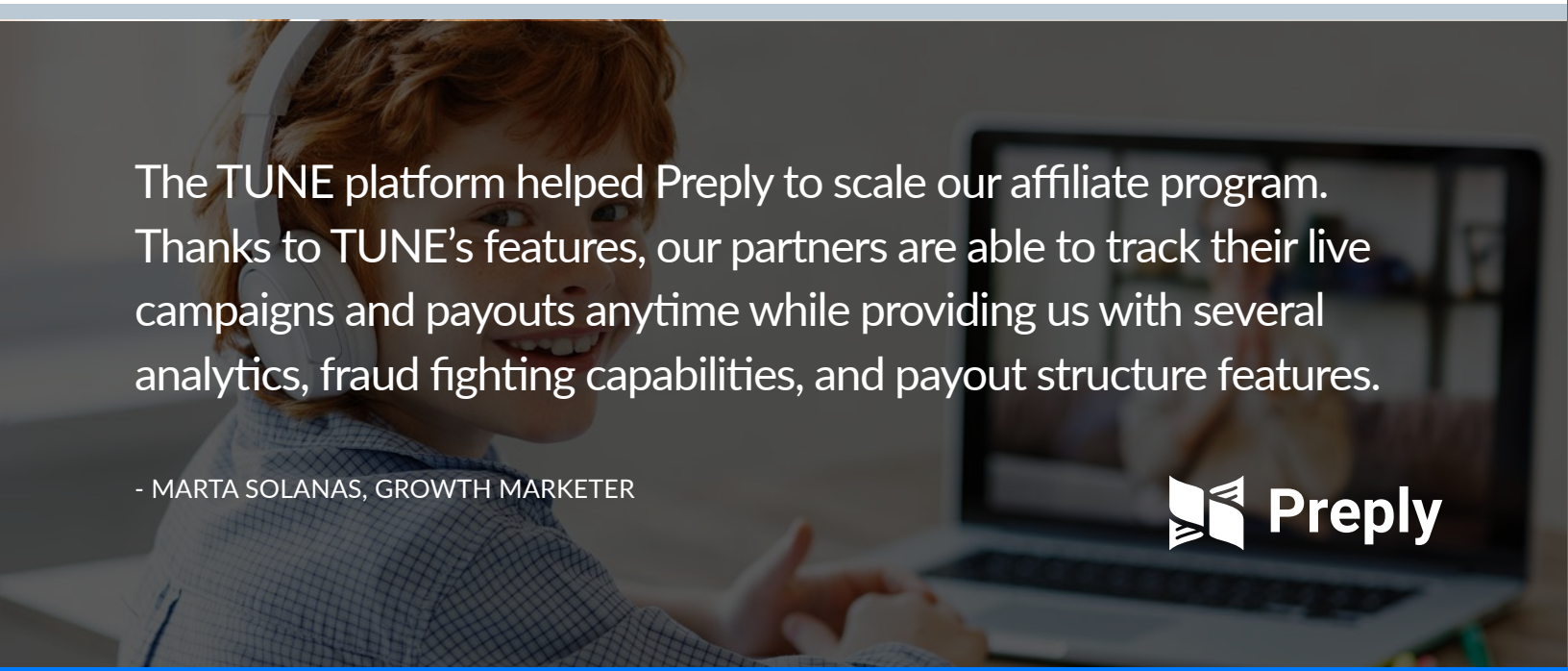
1. Acquire more users, both learners and tutors
2. Decrease advertising fraud
3. Improve ROI

## Solution

Preply found everything they were looking for in the [TUNE Partner Marketing Platform](#). Thanks to [Connect](#), TUNE's partner ecosystem, Preply was able to quickly and easily recruit new partners, especially in the education vertical. To improve ROI, the team set up custom payout structures using a wide variety of parameters. This allowed them to optimize commissions according to their high gross merchandise value (GMV) segments and other factors. They also used TUNE's creative asset manager to organize and share different media creatives such as banners, promotional images, and more.

## Results

After implementing TUNE, Preply was able to increase new user sign-ups by over 100% quarter over quarter, doubling their customer pipeline. The team also cut their customer acquisition cost by 50%, saving valuable budget they could then reinvest into their program. That program has now grown to more than 1,700 affiliates, a 122% increase versus the previous year. Now, Preply works closer with their partners, relying on TUNE to make it easier than ever to run a program and collaborate on new ways to promote Preply together.



The TUNE platform helped Preply to scale our affiliate program. Thanks to TUNE's features, our partners are able to track their live campaigns and payouts anytime while providing us with several analytics, fraud fighting capabilities, and payout structure features.

- MARTA SOLANAS, GROWTH MARKETER

