

Prodege Grows 20% Month-over-Month Since Switching to TUNE



**DECREASE IN CUSTOMER
ACQUISITION COST**



**POINT BOOST IN
CONVERSION RATES**



**AVERAGE GROWTH MoM SINCE
SWITCHING TO TUNE**

Company Background

Prodege is a diversified platform that connects brands, retailers, and marketers to a global audience of millions of active registered members with a proven spending history along the path to purchase. The company empowers its partners by gathering first-party data and insights, generating audience feedback, and driving online and in-store sales and loyalty across multiple consumer-facing rewards sites, including Swagbucks, InboxDollars, MyPoints, and Upromise.

Goals

A veteran in the performance marketing space, Prodege has been running a successful affiliate program for over 10 years. By early 2022, the company was looking to switch from Impact's partnership management platform to a new solution that could better handle their user acquisition campaigns.

Prodege had three main goals they wanted to achieve by switching to a new platform:

1. Provide partners with an attribution platform that suits their tracking needs and is easy to use.
2. Provide partners with a one-stop-shop in terms of tracking, payment, and content management.
3. Allow partners the ability to pass through multiple unique parameters in order to efficiently track and optimize campaign performance.

Solution

Prodege found what they were looking for in the [TUNE Partner Marketing Platform](#). The company transitioned their campaigns from Impact to TUNE in April 2022 and have been running them successfully ever since.

One of the first things the team did was to set up dynamic payout structures for their offers. TUNE's dynamic payout structures allow Prodege to track a variety of parameters with unique payouts for each, something they couldn't do on Impact's platform. They also rely on TUNE Pay to provide partners with consolidated, in-platform payments and invoicing, another feature that has made a huge difference since switching solutions.

Prodege also enabled TUNE's Proactive Fraud Prevention to automatically cut down on fraudulent clicks. Proactive Fraud Prevention, which pairs the power of Fraudlogix with TUNE's automation capabilities to detect and reject fraudulent traffic, is built directly into the platform and is free for all TUNE customers — a budget-saving bonus not offered by their former solution.

Results

Since switching from Impact to TUNE, Prodege has improved campaign performance, provided partners with in-platform payments, reduced fraud, and decreased their overall costs. In particular, the ability to track different URL parameters, as well as set up unique payouts for them, has been a pivotal differentiator in optimizing their current traffic sources.

In addition to the above, TUNE's comprehensive tool suites, automation capabilities, SaaS-based pricing, and world-class support have all been a game changer for Prodege. According to Sam Ihrke, Prodege's Director of UA Partnerships, "TUNE's easy-to-use link management has allowed us to test new landing pages and led to an increase of our conversion rates. The TUNE support team has been very helpful with questions on offer setup, fraud settings, conversion uploads, status changes, and TUNE Pay troubleshooting."

After only three months on TUNE, the Prodege team has some impressive wins:

- Prodege brought down cost per customer acquisition (CAC) by up to 10% using unique payout structures.
- Prodege reduced fraud in all campaigns running through TUNE.
- TUNE's easy landing page split testing allowed them to find winners that bolstered conversion rates by roughly 5 percentage points.
- TUNE's lower cost SaaS-based pricing enabled them to invest in additional publisher development and prospecting tools.

If these early results are any indication, Prodege and the TUNE Partner Marketing Platform will continue to benefit and see measurable results from the partnership.

TUNE's customer success team has been fantastic and managed the transition of a 10-year-old affiliate program with hundreds of active partnerships onto their platform with minimum disruption. We appreciate the additional flexibility, affordability, and compatibility TUNE offers over competitors in the space.

– ANDREW ROBINSON, SVP, GROWTH MARKETING

