

E-commerce Platform Grows Affiliate Base 50%, Saves 12 Hours Per Week

**50%**YEAR OVER YEAR AFFILIATE
BASE GROWTH**12+**HOURS SAVED
PER WEEK**1,200**BRANDS AVAILABLE
FOR PROMOTION

Company Background

Tata CLiQ is a multi-category e-commerce platform founded in 2016 by the Tata Group, a multinational business venture headquartered in Mumbai. Tata CLiQ's omnichannel marketplace model offers a "ship-from-store" shopping experience across 1,000 stores in more than 100 cities in India. Tata CLiQ's digital properties include a website, www.tatacliq.com, and apps for iOS and Android.

Goals

The team at Tata CLiQ wanted a technology solution that could manage every aspect of their affiliate marketing program and measure campaigns on mobile apps and desktop web. They chose the TUNE Partner Marketing Platform to achieve three main goals:

- 1 Run a partner program with real-time tracking capabilities.
- 2 Grow their affiliate base.
- 3 Run multiple custom-made offers and campaigns simultaneously.

Solution

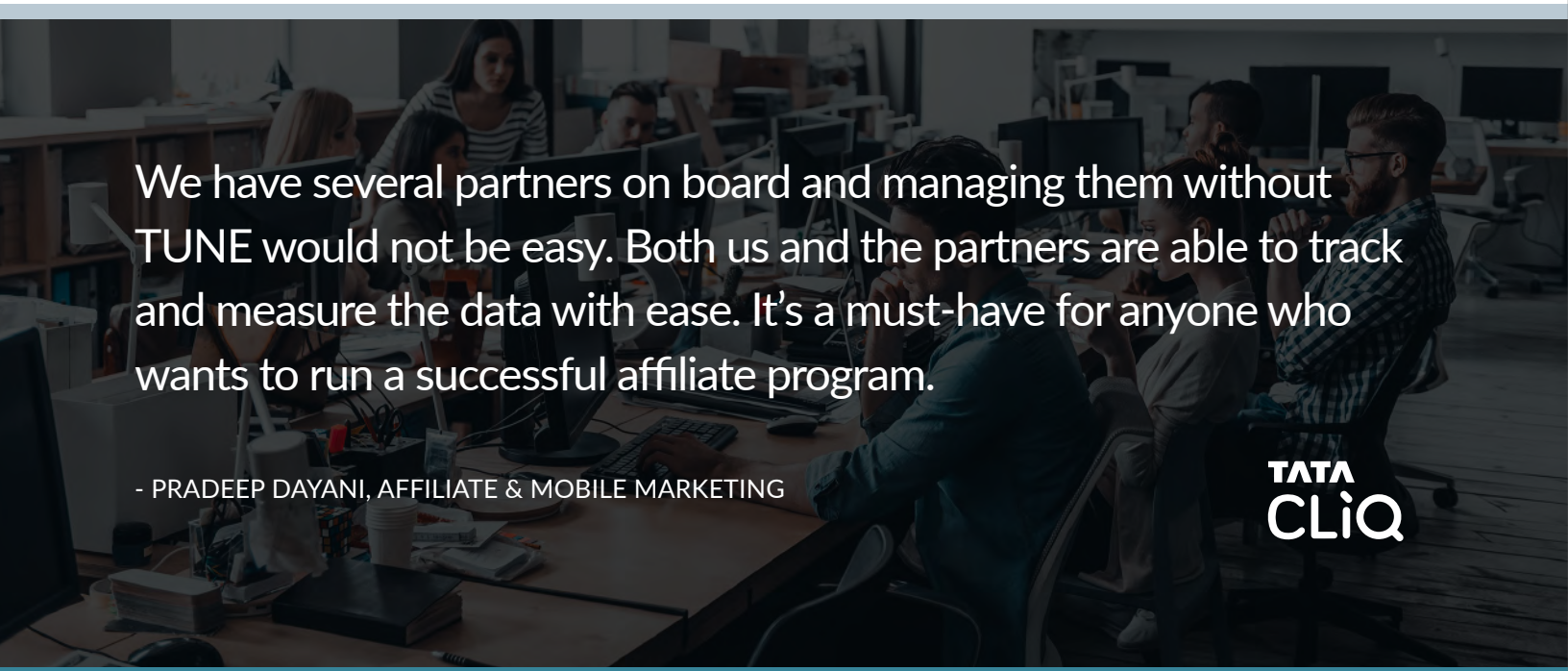
After switching to the TUNE Partner Marketing Platform, Tata CLiQ's team was able to easily move all of their affiliates to TUNE thanks to intuitive sign-up and approval processes. Tata CLiQ's team also found the TUNE platform to be easy to learn and use. Implementing real-time tracking for mobile app and web was fast and simple with TUNE's mobile measurement integrations and powerful APIs. In no time, the team was setting up separate offers for web and mobile app partners, managing multiple cross-channel campaigns, customizing payout structures, and optimizing performance in real-time.

Results

With TUNE's easy-to-use interfaces and approval processes, Tata CLiQ added partners faster and easier than ever, achieving 50% year-over-year growth in their affiliate base.

TUNE has also helped Tata CLiQ's team save more than 12 hours per week on manual tasks. Pradeep Dayani, who manages the Affiliate & Mobile Marketing department for Tata CLiQ, loves that TUNE "reduces your manual work" through automation and flexible workflows. Now, they reinvest their time savings in building valuable relationships with their partners and optimizing their campaigns. He also appreciates how intuitive the platform is to use, saying the "interface [makes it] easy to operate reports and manage partners and offers." In addition, it's "easy to integrate with other third-party tools via API and pixels," which minimizes downtime and troubleshooting when they update their program features.

More than anything, the team loves the control TUNE gives them over every aspect of their affiliate program. "It gives you entire control over commission grouping, approving affiliates, approving offers, cookie duration, et cetera," Pradeep says, and "gives flexibility for partners to pull reports using API and postbacks."



We have several partners on board and managing them without TUNE would not be easy. Both us and the partners are able to track and measure the data with ease. It's a must-have for anyone who wants to run a successful affiliate program.

- PRADEEP DAYANI, AFFILIATE & MOBILE MARKETING

TATA
CLiQ