



Case Study

Dineo

Dineo employ an attractive campaign

Introduction

Dineo is a campaign that offers fast and instant cash microloans. The cash arrives easily in the bank account of the user, without paperwork and no guarantees.

They have a system in which customers can request a loan of up to 500 € to be returned in 30 days using an online form (so, without paperwork). The process takes less than 10 minutes and the payment of the loan, if approved, is done automatically.

Cooperation TradeTracker

Dineo started the cooperation with TradeTracker at the end of 2015; since then, the minds at TradeTracker and Dineo combined to create a campaign that supports an array of materials and rewards publishers in a unique way.

Combining our thoughts on a strategic approach, TradeTracker and Dineo implemented a CPL/CPA model, in which so affiliates are paid on Cost per lead & Cost per sale model.

Their goal is to achieve more leads and sales.

They reach double traffic and double sales.

Goals for 2017 are to increase 2016 results (we are on the right way, according to actual results).



Industry

Finance

Segment

Microloans

Unique functions

Exclusive landing pages per top Publishers.

Results

In 2016, TradeTracker has helped Dineo grow their business in almost 4000 approved loans.

"The daily monitoring of the program and the continuous TradeTracker feedback of new actions, has helped us to improve the final results month by month."

We are a team of result driven 'affiliate junkies', devoted to performance marketing and always looking to optimize campaigns. Experience it yourself, sign up to TradeTracker, and let's start monetizing!

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