



CASE STUDY

Tradedoubler transforms global incentive campaigns with Runa Drive

Tradedoubler

About Tradedoubler

Tradedoubler is one of Europe's leading affiliate networks, offering a range of products which help advertisers acquire and engage with consumers.

Based in Stockholm, Sweden, Tradedoubler has nine European offices, covering 83 countries, and their customer base includes over 180,000 website publishers and over 2000 advertisers.

The challenge

Tradedoubler would help enable their clients to use rewards to drive new sales by building bespoke campaigns. Each campaign was a seven day process and set up manually, only available in English while partnering with UK brands. Given that Tradedoubler operated across 83 countries, with a focus on Europe, they could not service the majority of their clients or take advantage of the revenue opportunities from digital gift card use at scale. There was also no insight into campaign performance and there was no centralized or efficient means of handling customer service queries.

RESULTS

101 Campaigns

12 New markets

2000 hours saved

Tradedoubler's needs

- ✓ Campaign builder
- ✓ Automated campaign parameters
- ✓ Automated sales tracking
- ✓ Automated eGift delivery
- ✓ Real time reporting & analytics
- ✓ Multiple currencies and languages
- ✓ Extensive brand catalog

"We needed a product that could meet our client's requirement to offer digital gift cards. To do this, we knew we had to scale our offering internationally while reducing the operational time and cost associated with creating and managing our campaigns."

Clement Labbe, Operations Director, Tradedoubler

Runa's solution

For Tradedoubler, each of their nine country offices were set-up with their own Runa account, with a central admin account for the head office. Every office could now independently create their own campaign on demand. This made campaign creation, reporting, customer service and invoicing easy to manage and allowed them the flexibility to meet any requirements their advertisers had. It also gave them full control of budget and allowed them full visibility of the campaigns to ensure they were achieving a high ROI.

In addition, Runa also fully integrated with Tradedoubler's tracking technology. This meant all sales could be tracked, validated and approved, so that consumers could have their eGifts issued in real-time.

Combined with Runa's multi-currency and multi-language capabilities, Tradedoubler could now service clients with a best-in class and automated solution across all its European markets. Runa's real-time reporting capabilities has also enabled Tradedoubler to gain full transparency of the state and progress of every sale, and hence the performance of each campaign. As a whole, the end-to-end set up process ran very smoothly.

Success in numbers

Runa enabled Tradedoubler to easily set up over 100 campaigns on-demand as well as enabling them to expand into 12 new European markets given the many globalization options provided.

Lastly, with Runa, the time spent setting up, validating and fulfilling rewards was cut by 90%, saving Tradedoubler over 2000 hours a year.

Product Features



API



Campaign Builder



Multi-Account Manager



Reporting

"Runa Drive completely transformed our digital reward offering. They made our whole process seamless and helped us realize new revenue opportunities across our European markets."

Franck Georget, Strategy Director, Tradedoubler