

## Revolutionizing Performance Marketing: ClickOnik's Success with Trackier

### INTRODUCTION



ClickOnik, a leading performance marketing agency, embarked on a transformative journey to revolutionize its affiliate program, driving unprecedented growth through strategic collaboration with Trackier.

As a marketing agency 3.0, ClickOnik recognized the imperative need for a sophisticated tracking solution to not only elevate their digital presence but also maximize returns on ad spend (ROAS), particularly as they expanded their performance campaigns in India.



“Trackier has been an indispensable partner in our journey to revolutionize performance marketing”

- Praveen, Co-Founder, ClickOnik

## BACKGROUND

Headquartered in Gurgaon and with a global footprint, ClickOnik is committed to unlocking the full potential of digital ideas.

In response to the dynamic and ever-evolving industry landscape, ClickOnik strategically ventured into performance campaigns in India, leveraging its international vision and ethical framework.



“Trackier is not just a platform; it's a true partner in our success story”

- Vikas, Co-Founder, ClickOnik

## CHALLENGES

The journey began with ClickOnik facing the challenge of efficiently managing its affiliate program to stay ahead in the rapidly changing industry.

Lacking direct control over affiliates and comprehensive insights into campaign performance, ClickOnik risked missing out on potential users and valuable data for informed campaign optimization.



**Trackier's CSMs offer exceptional support, accessibility, and swift solutions.** Himanshu consistently anticipates and fulfills our every need, showcasing commendable dedication.

## SOLUTION

In 2019, ClickOnik turned to Trackier to address these challenges head-on and scale its affiliate program seamlessly. With the unwavering support of Trackier's dedicated customer success team, ClickOnik smoothly transitioned to the new platform, onboarding partners within a few months without experiencing any revenue loss.

Trackier's comprehensive suite of tools empowered ClickOnik to not only expand its direct partners program but also gain granular insights through detailed reporting. This enhanced understanding of expenditure and partner performance enabled ClickOnik to identify trends, strategically invest in high-performing partners, and significantly contribute to the sustained growth of their business.



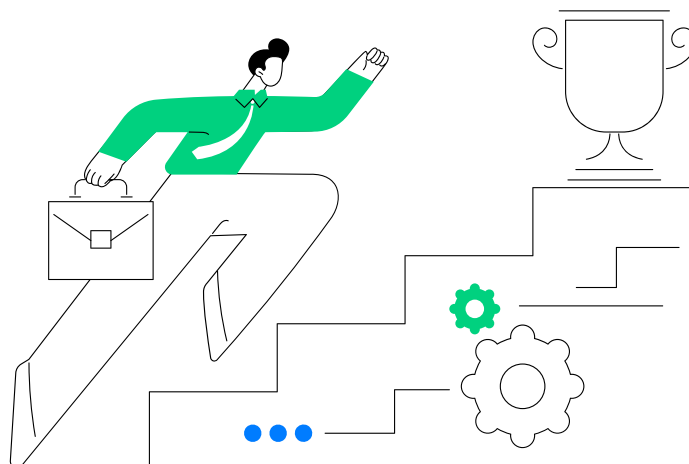
# 35%

Overall profit is increased  
by 35% YoY

## OUTCOME

The adoption of Trackier's automation features marked a pivotal moment for ClickOnik. The agency experienced unrestricted growth in managing referral partners, breaking free from limitations on partner numbers. ClickOnik's commitment to regular campaign optimization, coupled with the creation of unique incentives for high-performing partners, resulted in a remarkable 350% year-on-year increase in partner growth.

Additionally, ClickOnik achieved a noteworthy 35% increase in overall traffic and an impressive 250% year-over-year revenue growth through their partner marketing channel. The success story of ClickOnik's partnership with Trackier exemplifies how strategic collaborations, coupled with innovative technology, can propel a marketing agency to new heights in the competitive digital landscape.



## CLIENT TESTIMONIAL

“Trackier has been an indispensable partner in our journey. The platform's agility has allowed us to launch new affiliates swiftly, maintain transparency in partnerships, and continuously optimize our campaigns. The results speak for themselves - a phenomenal 350% year-on-year growth in our partner network and a substantial increase in revenue. Trackier is not just a platform; it's a true partner in our success story.”

- **Praveen and Vikas, Co- Founder, Clickonik**



**Vikas Thakur**  
Co-Founder, ClickOnik



**Praveen Kaundal**  
Co-Founder, ClickOnik



## ABOUT US - CLICKONIK

As India's Global Performance Marketing Agency, ClickOnik, headquartered in Gurgaon, is making waves worldwide. Operating in the realm of marketing agency 3.0, we are uniquely positioned to elevate your digital presence and take your ideas to unprecedented heights. With a steadfast focus on delivering installs globally and expanding our performance campaigns in India, ClickOnik is set to revolutionize the industry. Trust us to grow your ideas to their full potential in the ever-dynamic world of digital marketing.

This expanded content provides a more in-depth exploration of ClickOnik's journey with Trackier, delving into the challenges, solutions, outcomes, and the agency's overarching vision.

