



Client Success Story



Client background & challenge

PeerBerry is the alternative investment marketplace that was launched on the 1st of November 2017 in Latvia. The platform allows investors to earn up to 13,7% return by investing in consumer loans mainly originated by its partner Aventus Group and other credible non-banking lenders, who work under Aventus Group name, across Europe. All loans listed on PeerBerry are secured by a buyback guarantee, what is the Loan originators' obligation to exercise buyback of the claim if the borrower delays payments by more than 60 days. In case some Loan originator face financial troubles, additional guarantees will ensure additional protection. The buyback guarantee together with additional guarantee works as a double protection for investments on PeerBerry. It is an exclusive offer in the P2P market and is only available to PeerBerry investors. PeerBerry offers a diverse range of investment opportunities across different types of loans, real estate, leasing etc.

PeerBerry's team comes from a diverse set of experiences and backgrounds from banking, investment, risk management and IT. Their ability to deliver outstanding performance led to them developing a trusted and attractive "for-investors" platform.

PeerBerry strongly believe that passive income guarantees stable economy and better lifestyle hence its objectives is to bring passive income to everyone. In order to meet its objective PeerBerry was looking for:

1. Ways to grow its pool of investors without creating its own in-house affiliate team
2. A partner with experience and expertise in attracting new clients in fintech industry
3. A software solution that would allow to create and manage its private label affiliate program





Circlewise's impact:

Greater reach, scale, and growth

Because Circlewise's main focus lays on the fintech industry and we have expertise on that market, we were able to advise PeerBerry on different aspects for a successful launch of their affiliate program. PeerBerry's brand-new affiliate program went live by the end of November 2017

Circlewise is constantly growing its base of publishers who are thrilled to earn money by telling the world about the incredible opportunities that peer to peer investment gives.

With Circlewise, PeerBerry was able to:

1. Save precious capital by eliminating the need to create and sustain their own affiliate team;
2. Attract new investors via influencers in the P2P industry and substantially grow their portfolio;
3. Obtain highly responsive world-class support;
4. Delegate time-consuming tasks to Circlewise payout management.





By the numbers

The numbers show the result within first half of 2019 in comparison to the first half of 2018.

180% Growth in active traffic sources

73% Growth in number of transactions

80% Growth in investment amount

The Circlewise platform is not just a another traffic channel. It is a technology tool and partner/knowledge database supported by a responsive team with solid expertise in the Fintech industry. By partnering with Circlewise, PeerBerry saw their portfolio grow by millions of euros due to access to the right platform and team for:

1. Rapid results;
2. Easy-to-use dashboard;
3. Professional account management.



Circlewise's value

To PeerBerry's Chief Executive Officer

"Circlewise is one of our main channels. This platform helps us to acquire our target audience. During two years of activity, PeerBerry built a portfolio of more than 13,000 investors. Our partnership with Circlewise is based on gathering feedback, sharing our knowledge and experience. We're receiving lots of valuable advice on how to improve our traffic. Circlewise system to analyze the performance and data is very informative and easy to use. It is a really strong platform that ensures our service is advertised to the right audience."



ARUNAS LEKAVICIUS
CEO, Peerberry

We are proud of our successful partnership with PeerBerry. We are excited about finding new ways for the PeerBerry platform to grow. We look forward to the continued collaboration with the PeerBerry team and to making this an exceptional partnership that benefits both parties for many years to come.

Contact us today to learn how our platform can make your client acquisition easier, faster and smarter.

Learn more: sales@circlewise.io

