



Advertiser Success Story



Background & challenge

Robocash is an innovative P2P platform that launched in February 2017. Operating according to the «peer-to-portfolio» model, the platform provides fully automated investing in consumer and commercial loans with a 100% buyback guarantee and is open to investors from the European Union and Switzerland.

The company is an integral part of the Robocash Group holding company, which provides financial services in eight countries in Europe and Asia. Robocash Group was founded in 2013 in Russia by Sergey Sedov to focus on consumer lending and marketplace funding. As of January 1, 2020, the group has served 9 million customers and has already issued over 7 million loans.

As a part of the group, the P2P platform Robo.cash is aimed at attracting investments to finance loans issued by its companies. For the entire time, the platform has been joined by nearly 10,000 investors and has already funded over 140 million EUR worth of loans.

Following its entry to the European market, the company faced the following challenges of how to:

1. Recruit and optimize traffic sources for a new market
2. Consolidate and manage payouts to all traffic sources
3. Obtain comprehensive real-time analytics to control and scale the performance





Circlewise's impact:

Growth and consolidation

Robo.cash started working with Circlewise just a few months after their appearance in the European market in February 2017.

Initiating operations in a new and highly competitive market always comes with great challenges but with the additional help from Circlewise, Robo.cash managed to double the volume of funded loans and attracted investments in the last year.

Since the beginning of our cooperation, Circlewise provided Robo.cash with targeted traffic that delivered over 2,5 million EUR worth of investments to the Robo.cash platform.

With the constant quality service from Circlewise team, Robo.cash gained full control over their campaigns, received access to real-time analytics, consolidated the publisher payout processes into an accurate and convenient manner, obtained solid additional investments in a surprisingly short period without the need to scale their in-house teams.





By the numbers

The numbers are based on Robocash's performance for a period of 30 months.

3000+ Investors recruited

2,5M EUR In attracted investments for the Robo.cash platform



Circlewise's value

To the Robocash team

Our platform allowed Robocash to significantly increase their sales and expand their presence in Europe. In its turn, this helped to accelerate the growth of the Group and its scaling to new markets. We will continue to achieve even greater success together.

“We started working with Circlewise within a few months after the launch of Robo.cash in Europe. From the very beginning, Circlewise has become our trusted and reliable partner helping to strengthen the positions of our platform. We are operating in a highly competitive market. However, with extensive expertise and attentive support from Circlewise, Robo.cash continues to attract even larger audiences thereby driving further growth”



SERGEY SEDOV

Founder & CEO, Robocash Group

“The responsive support team from Circlewise makes it easy to deal with any issue. Their simple system of tracking traffic and conversion in one account enables us to reach our goals quickly and scale selected channels easily. Circlewise is one of the most qualified partners I have ever worked with.”



VLADIMIR POGREBNYAK

Lead Marketing Manager, Robocash Group

Contact us today to learn how you can use our technology to launch, run, and scale your in-house affiliate program.

Learn more: sales@circlewise.io

