



Client Success Story



Client background & challenge

Mintos is a leading fintech platform based in the Baltics and Central-Eastern Europe that provides a global online marketplace for loans. Since launching in 2015, Mintos has demonstrated exponential growth and become the world's largest marketplace of its kind. They partner with more than 50 loan originators across five continents to fund approximately €1.2 billion in loans. Today more than 91,000 registered investors trust and invest on the Mintos platform.

Mintos' rapid growth and international expansion presented its in-house affiliate team with enormous challenges, including how to:

1. Consolidate and optimize existing traffic sources
2. Find and recruit new traffic sources
3. Manage credit note creation for and payouts to all traffic sources
4. Get a detailed, real-time analytics dashboard and reports





Circlewise's impact:

Greater efficiency, return on ad spend & scale

Mintos started working with Circlewise in mid 2016 when both companies were still in their early startup phase. The development and success of both companies have been strongly intertwined ever since. Throughout the cooperation, Mintos provided valuable feedback and improvement ideas, both on product and process level. Upon the start, P2P lending as a new and innovative way of funding was relatively unknown and the publisher scene in this niche was underdeveloped. To scale its in-house affiliate program across multiple countries quickly, efficiently, and profitably, Mintos selected our solution which combines the advantages of a fully branded and customizable affiliate platform with publisher and payout management services. Together, we accomplished the following:

1. Defining Circlewise's support role, tasks, and responsibilities to ensure optimal cooperation and value realization
2. Implementing the new publisher search, recruitment and onboarding process using custom affiliate program pages in combination with branded sign in and sign up gateways for optimal conversion
3. Consolidating all performance-based traffic sources including publishers, affiliate networks, and media buyers on one platform
4. Streamlining and automating all affiliate management tasks and activities with the focus on the best possible user experience for Mintos and its traffic sources





By the numbers

The numbers are calculated by comparing Mintos' performance of 11/2016 to 10/2018.

37,715% Growth in investments per month

2,498% Growth in newly registered investors per month

1,636% Growth in active traffic sources per month

This incredible growth across all relevant business dimensions exceeded not only the expectations of Mintos, but also our own and it was achieved without scaling Mintos' in-house affiliate team. All additional account, publisher and finance management resources were added on Circlewise's side, allowing Mintos to seamlessly scale without any disruption, hassle, or risk. Due to the in-built fraud detection and prevention features, Mintos could grow without facing any traffic quality deterioration.



Circlewise's value

To Mintos' affiliate marketing team

Our platform gives Aleksandra Cepulska the technology she needs to consolidate and control all Mintos' affiliate activities across all markets, while being supported in her daily operations by Circlewise's team. Together, we continuously refine and automate tasks and routines to meet Mintos' ever increasing needs as a global financial marketplace.

"I've worked with Circlewise for one and a half years now and I can say for certain that their platform's capabilities are constantly expanding and they place strong emphasis on user feedback. A huge differentiator for me is their team of accessible and knowledgeable professionals, who respond rapidly to any of our inquiries. Additionally, I feel fully supported by the Relationships Manager at all times. Not only does he provide the highest level of service but also comes up with creative ideas on how to get even better results for us. Overall, I would recommend Circlewise to anyone who wants to automate most processes and be sure that the automation will work perfectly!"



ALEKSANDRA CEPULSKA

Affiliate Marketing Manager, Mintos

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

