



chwilowo^{pl}

Publisher Success Story



Publisher background & challenge

Chwilowo.pl is one of the biggest comparison websites for non bank loans in Poland. The brand is part of Trackizator Sp. z o.o. which also operates on different EU markets. They started in 2013 and were leading the market almost from the beginning. The team is experienced and skilled in finance, banking and marketing and runs more than 5 websites focused on non bank loans and fintech industry.

Chwilowo.pl was in need of a tool to consolidate all their performance marketing activities in order to optimise their results as publishers.

They were looking for:

1. A tool which allows them to put all promoted campaigns under one umbrella
2. A reporting tool to get deep insights and trends across all their activities
3. State-of-the-art tracking software
4. An open marketplace which offers finance campaigns across many different GEO's





Circlewise's impact:

Saving time and money, optimizing ad spend

Trackizator group joined Target Circle at the beginning of 2017 and good results for the first connected offers appeared right away. Ever since, the number of offers they promote and the commissions they earn are constantly growing. Using our technology, Chwilowo.pl is able to have all offers they promote in one place. They are now one of the biggest publishers and comparison sites for finance offers in Poland and still growing.

With Circlewise, they were able to:

1. Run direct and indirect offers in one dashboard
2. Run offers from multiple affiliate networks in one dashboard
3. Analyze and compare the results off all offers to optimize resources
4. Create direct deals with advertisers and manage them at scale





By the numbers

The numbers are calculated for 30 months (February 2017 - August 2019) for the Trackizator group.

150 Offers promoted

50K Transactions generated

4,5M Commissions earned (PLN)

The numbers show that Chwilowo.pl was able to scale their performance marketing activities, work with many advertisers and earn solid commissions using Circlewise. This allowed Chwilowo.pl to be one of the top publishers on the Polish finance market.



Circlewise's value

To Chwilowo.pl marketing team

Circlewise's platform is helping Chwilowo.pl to save time, money and human resources. Circlewise is a big marketing support and offers them easy-to-use technology.

"Using Circlewise solution, we were able to aggregate all data under one dashboard. This helped us to understand where we still have a chance to increase revenues and which offers are less profitable."



SEBASTIAN OLSZEWSKI

Marketing Manager, Trackizator

"We saved a lot of time and energy because we were using one dashboard instead of many."



ARTUR WIĘCKOWSKI

Chief Executive Officer, Trackizator

Contact us today to learn how you can use our technology to work with best advertisers and optimise your marketing activities.

Learn more: sales@circlewise.io

