



Grupeer

Client Success Story



Client background & challenge

Grupeer is a crowdlending platform based in Riga, Latvia. Founded in 2016, it is now one of the fastest growing peer-to-peer businesses in Europe. Grupeer call themselves a human company because of how they conduct business and hire employees. They are proud to employ professionals with successful track records in their respective fields. Grupeer is unique because most of their competitors focus only on one type of investment while Grupeer offers two different types: Loan Deals and Development Projects. They looked to Circlewise to:

1. Provide the best affiliate management technology
2. Identify and connect to the best possible traffic sources
3. Deliver a detailed real-time analytics dashboard with comprehensive reporting
4. Manage the credit note creation and payments for a wide variety of sources





Circlewise's impact:

Greater reach, speed and growth

Our partnership began in May 2018 and the program was launched shortly thereafter. The initial sources started to generate traffic right away and each week more new traffic sources were activated generating strong continual growth for the offer. We powered the Grupeer's private affiliate program via our technology, marketing services, management and optimization of all performance traffic sources. From the beginning, Grupeer saved a lot of time and resources because our automated solution was doing most of the work. This allowed Grupeer to focus on building their brand and be one of the main industry players in Europe. Together, we also accomplished the following:

1. Provided and managed the tracking platform for Grupeer's partner program
2. Consolidated all existing performance traffic sources
3. Established clear procedures for on-boarding and connecting new sources
4. Managed customized payouts for all publishers





By the numbers

The numbers are calculated by comparing Grupeer's performance for a period of 12 months.

21% Growth in monthly registrations by Circlewise

45% Growth In monthly investments generated by Circlewise

We started with very little traffic and after just one year, the publishers from Circlewise generated almost half of Grupeer's total investment. The numbers above show exactly how Circlewise's impact increased during the first year of cooperation. Circlewise provided Grupeer cutting-edge technology that transformed their marketing efforts to easily identify and connect with the best traffic sources to yield significant investment growth.



Circlewise's value

To Grupeer's Head of Marketing

We have provided Grupeer the technology, service and industry experience for the past year. Our relationship with Grupeer's Head of Marketing has grown into a close and trusted one due to our performance, transparency and dedication to their goals. Due to our automation, Grupeer has also seen significant time and labour savings. We look forward to our continued joint success with the Grupeer team.

"One of our partners has mentioned "Circlewise" during a conversation. The idea appealed to me and I was really interested in working with them. During our first meeting, I immediately liked the friendly approach of the Circlewise team and the transparency of the cooperation terms. Within a few weeks, we started to actively use Circlewise. It solved many of our difficulties and significantly enabled easy cooperation with bloggers and influencers. During the first month, we noticed the positive results of our partnership. After a mere three months of usage, we doubled the volume of money invested by our clients. We really appreciate the constant improvement of the solution and the growth of the database. I definitely recommend Circlewise as it has fuelled our business growth."



TATIANA KOVTUNA

Head of Marketing, Grupeer

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