



# WARGAMING PARTNER MARKETING REVENUE GROWS 250% YOY USING AFFISE

# Challenges

Wargaming launched an affiliate program in 2015, but quickly realized that by not managing their affiliates directly, they could miss out on a major growth opportunity. By relying only on ad networks, the company was not only missing out on potential users, but they did not have complete control over the traffic coming to their platform and lacked key statistics to make data-driven decisions towards campaign optimisation.

To expand their existing affiliate program, Wargaming needed a technology partner that could provide extremely robust tracking, was easily scalable to accommodate their growth, and could assist them in managing every customer journey's touchpoint. The business required a solution that would allow them to automate their campaigns and have control over data while reducing costs and increasing ROI.

**Wargaming set ambitious growth targets for their partnership program where automating routine tasks and maximising their ROAS were critical KPIs.**



Wargaming is an award-winning online game developer and publisher. The company has been delivering legendary games since 1998 and has grown to become one of the leaders in the free-to-play MMO gaming industry, employing over 5,500 people in multiple offices around the world.

Wargaming's titles, including the top-tier projects World of Tanks, World of Warships, and World of Tanks Blitz are enjoyed by over 200 million players across all major gaming platforms.

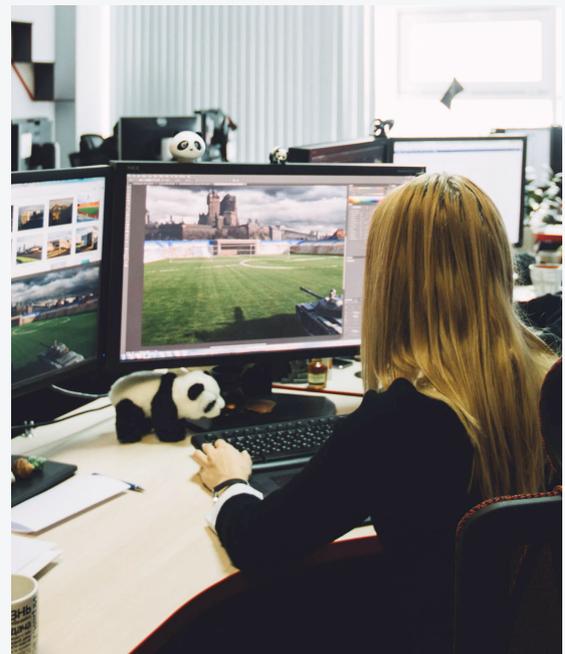
*“Affise customer success team helped us make the setup of the new platform easy and fast. They are online 24/7 and ready to solve issues of any difficulty level and fulfill our advanced requests.”*

## Solution

Wargaming started using Affise in 2019 and immediately began to see benefits across their program. With Affise’s customer success team assistance, the game developer seamlessly migrated to the new platform and onboarded all of their partners within few months and without any revenue loss.

Affise directly supported Wargaming in expanding their direct partners program. Wargaming could now **access granular reporting, gain a better understanding of where money is being spent, and determine which partners are driving performance** by consolidating all of their referral partners from various channels into the Affise platform.

Affise detailed reporting provided them with a deeper comprehension of which elements were contributing to their success and where they should invest to support the growth of their business. The team had now all the **tools to spot trends and invest in referral partners who brought in high-value customers.**



# Outcome

## 350%

YOY Partner growth

Thanks to the Affise automation features, the Wargaming team **wasn't limited by the number of referral partners** they could manage. It allowed the advertiser to expand and scale their program quickly.

## 40%

Traffic increased by

By regularly optimizing their campaigns and creating unique incentives for high-performing partners, Wargaming achieved a 350% year on year increase in partner growth, and thanks to Affise's partner management tools, the company didn't need to hire additional resources to manage such rapid expansion.

## 250%

Affiliate marketing  
Revenue increase YOY

Wargaming's efforts to grow its partnership program paid off. The game developer increased its **total traffic by 40%** and generated a **250% year-over-year revenue growth** coming from their partner marketing channel.

*“With Affise, we can launch new affiliates fast, stay fully transparent in partnerships, and continuously optimize our campaigns.”*

