

Offerslook and Clickky Enter into Strategic Partnership



Leading Affiliate Network Tracking Software

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Combining Offerslook’s cutting-edge performance marketing technology with Clickky’s extraordinary expertise in monetizing mobile traffic, the partnership is to bring better solutions for affiliate networks.

Offerslook, the leading performance marketing software provider, has announced a strategic partnership with Clickky, the leading platform for mobile traffic monetization in emerging markets, which will enable the two companies’ customers to fully leverage Offerslook’s next-gen performance tracking technology, along with Clickky’s extraordinary expertise in monetizing mobile traffic across the globe.

Offerslook’s cloud-based SaaS platform enables marketers to build and manage their own affiliate networks smartly. Marketers use Offerslook to customize their own platform, run offers, track ad campaign performance, and manage publisher relationship. By adopting advanced technology (such as proprietary counter fraud algorithm), Offerslook enhances management efficiency of affiliate networks. And Offerslook revolutionizes the pricing model, making affiliate network a more sustainable business model with higher ROI.

Clickky provides technology solutions for mobile app and mobile web developers from emerging markets, connecting them with Global Advertisers. Clickky’s Automated AdExchange™ Platform uses an API to deliver mobile advertising offers from networks to apps, enabling companies to choose from over 30,000 mobile ad offers.

The partnership with Clickky gives Offerslook's worldwide customers an excellent pool of both advertiser and publisher resources. In the meantime, hearing “picky” feedback from big partners as Clickky will greatly evolve Offerslook’s product development, making Offerslook a better choice for the market.

Through the alliance, Clickky’s customers will be able to access Offerslook intelligence, providing additional opportunities for both publishers and advertisers. This includes access to a broader pull of offers available to clients of both companies.

“We believe that this partnership will provide a set of unique opportunities for both companies. We are excited to partner with Offerslook, and we are eager to explore this partnership to its full potential”, shares Vadim Rogovskiy, Clickky’s CEO and founder.

Martin Guan, Offerslook's CEO and Co-founder, added, "We are greatly honored to team up with Clickky. Offerslook will continue driving more innovative cooperation with Clickky, and deliver greater value for partners from both sides."

About Offerslook

Offerslook drives the innovation in performance marketing technology, providing the next-gen solutions for affiliate networks. Offerslook ensures easy setup process and integration with thousands of partners. With focus on technology innovation, Offerslook will thrive to deliver features that fill the gap of affiliate networks' unmet needs, such as counter fraud technology. Since its debut, 200+ affiliate networks have started to use Offerslook. Offerslook embraces partnership from each verticals, to give their customers the ability to find the best solutions for their businesses.

<https://www.offerslook.com>