



## **DEALCHA DRIVES AVERAGE QUARTERLY SALES GROWTH OF 45% BY SWITCHING TO PARTNERIZE**

As Thailand's original cashback partner, Dealcha has worked to educate the Thai market on the power of cashback. Today the site hosts over 500,000 members on its site. With its unique knowledge of the Thai consumer, Dealcha helps local brands increase customer acquisition, and global brands the opportunity to expand successfully into the Thai market. In 2017, Dealcha started working with Partnerize to increase its own growth and the value that it drives to advertisers.



### **AVERAGE 25% QUARTERLY GROWTH**

In Order Value Driven  
Over One Year



### **DIRECT RELATIONSHIPS**

Allowing Dealcha To  
Drive Increased Growth



### **FULL TRANSPARENCY**

On All Performance In  
Real-Time

"Partnerize has given Dealcha direct access to some of the world's leading brands. Having such a direct relationship has allowed us to better guide these global brands with our deep understanding of the nuances of the Thai market. Those close relationships have made us a true strategic partner for these clients. In addition, the transparency that Partnerize provides has enabled us to accelerate growth, better optimize our campaigns, and ultimately grow our bottom line."

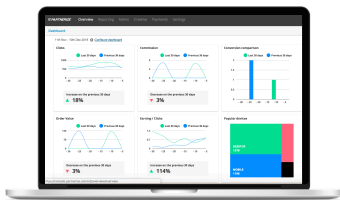
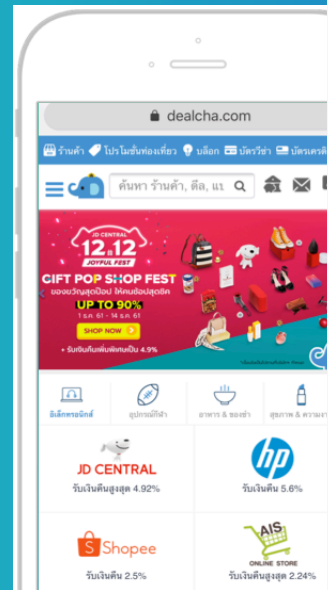
Sebastien Le Bihan, Co-Founder, Dealcha

## MAKING THE MOVE TO PARTNERIZE

By convincing a key client over to Partnerize, Dealcha significantly reduced the number of untracked sales driven to the advertiser, thanks to Partnerize’s advanced API tracking. This not only increased the customer’s overall satisfaction with Dealcha. It also massively increased campaign yield and reduced overhead costs of managing missing cashback claims. This revealed the complete, significantly higher LTV of customers driven by Dealcha

## PARTNERING WITH GLOBAL BRANDS TO DRIVE LOCAL GROWTH

Working with Partnerize has given Dealcha access to global brands they didn’t work with before. Through direct relationships with these brands, Dealcha has been able to better educate them on the Thai market and leverage the powerful Dealcha member base to drive increased sales. In one example, Dealcha were able to counsel a major global brand on the importance of Singles Day in Thailand, ultimately working with them to run a successful Singles Day campaign. These types of direct relationships, and the ability to work with large global brands, have resulted in 45% more total conversions driven by Dealcha over the past 12 months.



## TRANSPARENCY IS KEY

With Partnerize, Dealcha has full transparency on their performance in real-time. This means they can better-optimize their activity to increase conversions and identify any issues the moment they occur. All of this in one simple dashboard allows Dealcha to better focus on what matters – driving customers to the brands they work with.

### ABOUT PARTNERIZE

Partnerize helps the world's leading brands build powerful business partnerships that drive extraordinary business growth. The Partnerize Partner Management Platform (PMP) is an end-to-end, SaaS-based solution for forming, managing, analyzing, and predicting the future results of partner marketing programs using artificial intelligence (AI). Hundreds of the world’s largest brands leverage the company’s real-time technology to drive and manage more than \$6B in sales across 214 countries and territories worldwide. To learn more about Partnerize and the significant ROI that brands realize from partner marketing, visit [partnerize.com](https://partnerize.com).