



EXCEPTIONAL SUPPORT & REAL-TIME REPORTING SPURS GROWTH AT POINT HACKS

- **TECHNICAL SUPPORT**

From Partnerize helps build the Point Hacks program

- **BENEFICIAL RELATIONSHIPS**

Are strengthened with advertisers

Australian publisher Point Hacks covers a range of news, guides and travel reviews to help readers earn more from their travel loyalty programs and get the most value from points when it comes time to redeem. In 2013, Westpac and NAB introduced Partnerize's technology to Point Hacks. Since then, Point Hacks has developed their outbound attribution tracking so as to understand how its individual audiences behave and measure the ROI of marketing tactics to further invest in generating new customers for NAB and Westpac.

"I know the Partnerize door is always open for questions and support. I probably talk to someone in the Partnerize team every couple of weeks, with face-to-face contact every 6 weeks. All of this is invaluable for the growth and ongoing development of my business."

Keith Mason, Owner of Point Hacks



INTEGRATION & SUPPORT

Partnerize worked with technical stakeholders to implement attribution tracking by developing custom solutions with client-side JavaScript appropriate to Point Hack's codebase. This implementation was critical in allowing Point Hacks to effectively pass detailed data through campaign source traffic tags into the Partnerize platform.



SUPERIOR REAL-TIME REPORTING

When working with Partnerize's clients, Point Hacks no longer has to rely on automated spreadsheet reports from merchants that are often on an irregular or infrequent cadence. Instead, reporting on revenue in real-time combined with the ability to confidentially pass-in upstream data provides a powerful combination for Point Hacks to optimize their editorial and campaign tactics. It allows them to track performance as frequently and granularly as needed to make traffic investment decisions. They also use Partnerize's API to generate ad-hoc reports and monitor the mobile app for daily aggregate revenue updates.

"Working with Partnerize gives me full confidence in payment lead times which ensures I am able to invest our time and money more confidently in producing the right content to drive conversion. The reporting aspect is leagues ahead of other systems we're working with, and I have to spend time massaging other system data to bring it in line with what I get out of Partnerize, not the other way around."

Keith Mason, Owner of Point Hacks



IMPROVED ROI

Partnerize's granular tracking and attribution helped Point Hacks develop actionable insights to maximize their ROI



REDUCED SPENDING

Real-time tracking allows Point Hacks to prevent overspending on content distribution in third-party channels



TRAFFIC INSIGHTS

Access to the Partnerize system for travel and finance clients gives Point Hacks insights into the efficiency and quality of their traffic sources

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. Hundreds of the world's largest brands leverage our real-time technology to manage more than \$6B in partner programs and financial exchanges across 214+ countries and territories worldwide. To learn more about Partnerize and partner marketing, visit partnerize.com