financer.com

Publisher Success Story

circlewise

Publisher background & challenge

Founded in 2016, Financer is one of the fastest growing financial information sites offering financial comparison services. They help to compare financial services like payday loans, personal loans, car loans, mortgages, and more. Financer currently operates in 26 markets and looks forward to expanding. They also rank among the top financial product comparison sites for all major search engines.

Financer.com was searching for a tool that would organize all their performance marketing activities as publishers in one place.

Therefore they were looking for:

1. The best finance offers from different countries
2. The best tracking and reporting technology
3. Up to date features and ad types

Circlewise's impact:

Tool consolidation & punctual payments

Since joining Circlewise, Financer is successfully utilizing our tools in order to optimize their performance. They are receiving constant offers to promote and are earning commissions from them. Besides, all of their offers are conveniently stored in one place. The payments module works perfectly and all commissions are paid in time and according to the terms.

With Circlewise they were able to:

1. Find great deals from an array of direct advertisers
2. Keep a constant track of their offers
3. Extract extensive data on their offers and choose from a variety of ad types (comparison, social media, email, and many more)

By the numbers

The data below represents a period of 24 months.

50+	Offers promoted
25	Active users of the account
45K	Commissions earned (EUR)

The team behind Financer was able to find new advertisers to work with and in turn earn a decent amount of commissions. The number of promoted offers is constantly growing.

Circlewise's value

To Financer.com's team

Circlewise helps Financer to keep track of their performance marketing activities with an easy to use yet effective platform. It has allowed them to save a lot of time and resources. Having all attractive offers in one place has made their work a lot easier.

"Circlewise is one of our top networks. Excellent support, high-quality programs, and the user interface is so easy for us to work with. It really saves us a lot of time."



JOHANNES LARSSON
CEO, Financer.com

"I love working with this platform. The reporting system is simple, straight forward and yet offers us the in-depth data we sometimes need as a comparison site operating in 26 markets."



LASMA ZORGENBERGA
Global Country Manager, Financer.com

Contact us today to learn how you can use our technology to launch, run, and scale your in-house affiliate program.

Let's talk: **calendly.com/circlewise** or send us an email to **sales@circlewise.io**