



## CAKE Payments: One-Click Publisher / Affiliate Payment and Reconciliation

*See clearly, spend better.*

For networks, brands and agencies tasked with hundreds (or more) of monthly payments to publishers and affiliates, the payment process can be daunting, cumbersome and rife with error. Add in the complexities of global payments (e.g. taxation, local regulation, currency, payment methods) and the result is typically an increase in payment delays and errors, expensive and complex home-grown solutions, or resorting to mediocrity: few payment methods, no support for payments in publisher currency and unhappy publishers.

CAKE customers can have a distinct advantage over their competition with CAKE Payments. The solution enhances the publisher and affiliate payment experience while reducing payment management workload by employing Tipalti's global mass payment automation platform, through a deep integration with CAKE's robust marketing performance analytics and reporting.

Tipalti enables networks to easily manage their entire payments process from within the CAKE platform. With CAKE Payments, your affiliates and publishers can select their preferred payment method and currency and you can serve partners in any country of the world. In addition, built-in fraud capabilities reduce the risk of making payments to questionable vendors.

### CAKE Payments

- Unified campaign tracking & global payment solution
  - Self-service affiliate/publisher registration
  - One-click payments
  - Real-time reporting & analytics
  - Payee choice for payment method
  - Payee choice for USD or local currency
- Full tax & regulatory compliance
  - Global intelligence for tax & regulatory requirements
  - Pro-active risk assessment, fraud detection
  - Ensured compliance with OFAC/AML/ Anti-terror/Anti-narcotics regulations
- Simple, white-labeled setup
  - Branded registration & embeddable payment portal
  - Seamless integration - full implementation support
  - Optional API connector to ERP/ Accounting packages

## One-Click Affiliate/Publisher Payments

Execute mass payments to your network directly from within CAKE. Payees determine how they get paid, letting your team focus on strategic issues and approving payment; no dealing with minutiae.

## Built-In Tax and Regulatory Compliance

Access automated tools to meet tax reporting requirements (W-8, W-9, 1099 filings) and compliance with “black-lists” to avoid payments to unauthorized entities (OFAC, AML, etc.).

## Detailed Payment Resolution

Integrated payment history in CAKE enables complete insight to resolve payment issues. Tipalti payment data can also be used as part of CAKE network reports.

## Global Coverage

CAKE Payments with Tipalti payment processing supports paying out to over 190 countries in their local currency, greatly enhancing the relationship with those partners in your network.

## Self-Service White-Label Portal

Embeddable IFRAME with branded elements creates a white-label experience from within your own web site for payees to register and update contact and tax information, submit invoices, and track payment status.

## Highly Scalable, Reliable Architecture

Tipalti’s technology powers the global payment needs of leading advertising and affiliate networks like A4D, ClickDealer, MUNDO Media, and PulsePoint.



Integrating Tipalti with CAKE has definitely streamlined our entire affiliate pay-outs process. We have been able to significantly automate our pay-outs workload while providing our partners with a better experience and higher transparency of the whole payment process.”

Dmitry Atamanyuk  
COO, ClickDealer

