



CAKE for Networks

Having the actionable insight to track performance through a single source is crucial to the success of affiliate marketing programs.

SaaS-based Tracking and Optimization

CAKE for Networks is a SaaS-based tracking platform that easily captures data on every click and conversion, allowing networks to pinpoint the affiliates and campaigns that are most valuable. With this business intelligence, marketers can clarify and optimize marketing spend, properly attribute payouts, and increase online sales and lead-generation efforts.

Over 500 companies, including some of the world's most successful marketers, agencies and networks, use CAKE's products to build their digital marketing strategy.

A Single System to Manage Networks and Affiliates

- **Real-time tracking** allows networks to capture and monitor digital marketing data at a granular level.
- **Single-view dashboards** give networks deep insight into how their affiliate marketing programs are performing.
- **Proper payout attribution** rewards the affiliates actually driving conversions.
- **Proven reliability** with over 5 billion consumer transactions per month.



Network Management

Manage an entire affiliate network program with one tool to track and analyze results, provide creative and guide digital marketing spend choices.



Real Metrics In Real-time

See exactly which channels are performing, export data to a CSV file, access data via API and schedule specific reports.



Fraud Prevention

Take immediate action on revenue-impacting fraud with pixel whitelisting and custom alerts that recognize abnormal campaign behavior.



Role-specific Portals

Increase partner satisfaction through individual portals for affiliates and advertisers.



Multiple Price Formats

Set price formats by campaign for each conversion or event to track marketing costs across channels by CPA, CPM, CPC or revshare.



Targeted Campaign Control

Get immediate campaign control through real-time optimization of location, device and custom targeting with traffic caps and redirects.



Custom Report Calculation

Create custom calculations on each report and share via custom reporting views instead of just exporting reports to Excel.



End-to-end Lead Generation

Collect and report on leads in real-time with industry-leading tools.

“ Our affiliate program’s return-on-investment increased by 16% within 60 days of migration to CAKE. Choosing CAKE over a service-based solution has proven to enhance our profitability and operational efficiency. UK2 Group’s affiliate program is better than ever.”

Zach Bitsoi
Affiliate Program Manager, UK2 Group

