



# CAKE Developer Kit

*Integrate your technology with CAKE to expand your reach*

## Let us help you get more customers

Over 500 companies, including some of the world's most successful marketers, agencies and networks, use CAKE's platform to build their digital marketing strategy. These enterprises process over 5 billion consumer actions through CAKE each month.

By joining our developer program, you get a dedicated, white-labeled CAKE instance and access to our Knowledge Base and API Library.

CAKE's robust library of intuitive API's can reduce development time and get you up and running even quicker.

Now, thanks to special pricing for developers, CAKE's industry-leading platform is more accessible than ever.

→ [Contact DevKit@getCAKE.com](mailto:DevKit@getCAKE.com) today

## Special Pricing for SaaS Partners

*Easily Join the CAKE Ecosystem for*  
**\$499 setup + \$199\*/month**

\*flexible month-to-month contract

### CAKE Provides Real-time Insight with:

- Multi-channel Tracking
- Multi-touch Attribution
- Digital Spend Optimization
- Reporting and Data Visualization
- Targeting
- Ecommerce Solutions
- Lead Generation and Distribution
- Integrations



## Some of the top API's used by our technology partners:

### AddedIt

Gain efficiency by programmatically configuring and modifying critical entities. Swiftly manage digital spend and make granular modifications with ease.

### Report

Extract both specific and summary-level reporting data related to clicks, conversions, leads, offers, campaigns and more. Gather a complete understanding of digital spend through granular data or program-level insight.

### Offsite Login

Create a single sign on experience with offsite login services. Redirect users to where your CAKE instance is hosted through an iframe. Allow affiliates to log in via your home page or other site page of your choosing.

### SignUp

Connect a sign up form to an entity creation process, allowing users to scale their affiliate program through promoting their network. Create a seamless migration from a current sign up process to the CAKE platform, avoiding double work.

### Accounting

Export relevant billing-related information like affiliate, advertiser or buyer invoice data to manage payouts. Easily mark bills as paid or sent to facilitate efficient business processes.

### Export

Extract relevant data about campaigns, affiliates, offers, creatives and other entities. Conduct specific analysis and drive optimization through powerful comparisons of exported entities and their attributes.

### Partners

Allow affiliate, advertiser and buyer partners self-service access to grab what they need through unique authentication keys. Partner-specific API's have similar reports and account management services.

### Track

Let users manipulate items that have already been tracked, such as adding incremental revenue updates on stored records. Users can enter criteria of the traffic they want to manipulate, changing attributes like price and the disposition of records.

## Trusted by advertisers, networks and media partners worldwide

### ADVERTISERS



### NETWORKS



### MEDIA PARTNERS

