



Track and Optimise Forex Performance Marketing Campaigns

See clearly, spend better.

Tracking: 82.2% of performance marketers do not have the ability to measure cross-channel performance or return on investment. *Do you track your customer's journey?*

Attribution: \$137.5 billion is spent globally on digital advertising. *Do you know the ROI of every dollar you've spent?*

Optimisation: Forex digital marketers can spend upwards of \$800 to acquire each new user. *Do you know which channels your customers interact with before they decide to buy?*

With the rapid growth of the Forex and Binary Options markets, companies need a powerful, centralised hub that can track, target and manage multi-channel marketing in real-time. By freeing your affiliate marketing programs from costly transaction fees levied by large networks, you enable direct relationships with your affiliates that yield better payouts, more transparency and insight into the quality of traffic your affiliates generate.

P. +44 (0) 207 082 8210
<http://getCAKE.com/forex>

A Single System to Manage All Your Digital Marketing Channels

- **Multi-channel tracking** in real-time covers *search, display, email, social, mobile, video, affiliate, direct, shopping and more.*
- **Single-view dashboards** let you easily decide where to spend your digital marketing budget.
- **Robust reporting structure** yields deep insight into the channels that drive digital marketing campaigns.
- **Intuitive data visualisations** provide the ability to make intelligent marketing decisions.
- **Diverse integrations** work with over 60 technology and service partners.
- **Proven reliability** facilitates over 5 billion consumer transactions per month.

With CAKE, you can elevate and grow revenue from affiliate marketing, a key marketing channel in the currency trading business. CAKE's proprietary event-based tracking gives you the ability to track each step in the customer journey and evaluate the customer lifetime value that your affiliate marketing drives.

Our intuitive, multi-channel hub simplifies the performance marketing process; allowing marketers to clarify and optimise their digital spend. CAKE delivers rich, granular metrics, going beyond the simple recording of CPA payouts.

There is a broad range of actions a customer may take once referred by an affiliate, including, but not limited to: account creation, number of trades executed, and downloads of branded content. By gaining accurate insight into these actions, marketers can easily see which affiliates are driving the most valuable traffic on their behalf.

CAKE's global-ready platform also supports multiple languages and currencies. Our API integrations with networks, DSPs, suppression, fraud and mobile partners provide diverse and customisable capabilities. Clients get 24/7 support as well as dedicated training and account managers.

“ A better understanding of the relative value of each source of traffic helps us make better decisions about commission rates and identify and reward the most successful affiliate marketing strategies. This level of insight is just not possible with less sophisticated solutions.”

Aaron McNeal
CTO and Co-founder, Affiliate Officials/Currency House

