

# From Scratch to Success: Our Custom Software for Complex Affiliate Management

Agora Performance is and affiliate network linking the best partners with advertisers. They are a part of Agora SA. one of the biggest media groups in CEE, with over 3000 employees onboard. They work daily with thousands of best agencies and direct clients in the region.

INDUSTRY	HEADQUARTERS	TECH STACK
AdTech		Ruby on Rails Resque Sinatra MongoDB PostgreSQL

## Project Description

Agora, a prominent figure in the media landscape, was faced with the challenge of adapting to the rapidly changing digital world. To ensure they didn't lag behind, we, at The Codest, stepped in to revolutionize their approach. We conceptualized and built from scratch the “Agora Performance” system, a **bespoke affiliate platform** tailored to Agora's unique needs. This was not just a system; it was a gateway to **new revenue streams via affiliate marketing**. By integrating this platform, Agora not only modernized its media approach but also fostered numerous strategic partnerships. The result was clear – a surge in web traffic and an expanded content distribution network. In the grand scheme, our expertise and the implemented solution ensured that Agora remained a **dominant and relevant force in the digital media sector**, primed for sustained growth and increased [market](#) influence.

## Challenges

- Complexity of Affiliate Management:** With numerous affiliates, each with its unique rates, performance metrics, and specific requirements, managing the network can be intricate. A system would needed to accommodate these complexities, ensuring seamless management and coordination.
- Cost-Efficiency:** One of the main goals was to minimize internal costs. Thus, the challenge lied in creating a system that not only functioned efficiently but was also cost-effective in its operation, reducing overheads and maximizing returns.
- Integration:** Creating a platform that integrates smoothly with existing infrastructure or other essential third-party tools without causing disruptions.
- Real-Time Traffic Detection:** The platform had to offer a traffic detection system. Handling real-time data, ensuring accuracy, and processing vast amounts of information quickly.

## Approach & Results

We recognized the need for advanced affiliate network management. Harnessing our expertise, we designed a bespoke system tailored to streamline operations and cut costs. Central to this innovation was a dedicated platform, optimizing affiliate oversight in real-time.

Our integrated, **traffic detection mechanism** captured every interaction, enhancing decision-making processes. This transformed management from being tedious to efficient, significantly reducing overheads. Beyond just tracking, the system offered actionable insights, ensuring organizations could maximize their affiliate potential. In essence, we provided the tools necessary for businesses to thrive in the digital affiliate landscape.