

eGENTIC Uses Billoid to scale up their global Affiliate Network Big Bang Ads

Company Overview

Big Bang Ads is a private affiliate network from eGENTIC which enables direct access to their offers in more than 30 countries worldwide.

The eGENTIC team generates more than 3 million leads every month for over 1000 clients – from medium-sized companies to multinational corporations. Over 200 employees in Europe, USA, Brazil, Africa and Asia ensure best maintenance of offers and services.

Challenges

As eGENTIC's affiliate network Big Bang Ads is working with four entities over the globe, they faced an issue in being able to bill all of their publishers through each of the entities independently, while running all offers through one and the same HasOffers platform. eGENTIC Director of Performance Marketing, Tobias Kratz recalls, "The whole invoice process was quite time consuming. To scale up our activities, we were in a need for a flexible solution because publishers should be billed through the respective entity they work with."

Another challenge for the eGENTIC team was to optimize some of their everyday work with the HasOffers platform and also with their publishers. They needed bulk operation tools to be quick and efficient in updating offer information like approvals, payouts and revenues, or to export affiliate links for requested offers to send them out to the publishers.



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Tobias Kratz
eGENTIC Director of
Performance Marketing



Solution

In search of a way to bill their publishers through each of their entities and additionally, provide with plenty of extra-features based on the HasOffers API, eGENTIC discovered Billoid for HasOffers. The invoicing solution tailored for the HasOffers platform, Billoid, enabled eGENTIC to:

- Split up all activities on one and the same HasOffers platform into four entities to create independent publisher credit notes per entity
- Customize billing preferences, payment methods and invoicing layouts per advertiser or publisher for each of the branches
- Customize export functions to import all necessary data into DATEV, a german accounting software
- Meet regional tax legislations easily and create invoices and publisher credit notes based on flexible and customizable billing rulesets
- Send out invoicing documents easily to have a personal way to work with clients in terms of billing
- Bulk update offer payouts and revenues as well as individual payouts
- Bulk approve affiliates on many offers
- Bulk export excel sheets with affiliate links that can be sent out to publishers

Results

Using the combination of HasOffers and Billoid, eGENTIC were enabled to scale up their affiliate network Big Bang Ads. eGENTIC Director of Performance Marketing, Tobias Kratz says, “When we switched our affiliate network Big Bang Ads to HasOffers software, we found a great and reliable tracking solution to illustrate our business model. Billoid fulfilled our mandatory billing requirements in terms of the branching and also the compliance with the respective tax legislations.”

Since implementing Billoid, eGENTIC experienced huge time savings for their regular invoicing process. Kratz states, “Mostly, our invoicing round of all publishers takes 5 minutes including the document generation, sending them out and provide our accounting with the export data.” Furthermore, the flexibility in terms of customizable payment settings enables eGENTIC to accomodate the publishers with a cooperation at a high comfort.

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Tobias Kratz, eGENTIC Director of Performance Marketing





Zendri CPO David Barthel (2nd from right) with the eGENTIC APAC team in Singapore.

eGENTIC Has Achieved

- Split activities from one HasOffers platform into four entities to bill their publishers independently
- Scale up the affiliate network with HasOffers & Billoid
- Get the invoicing process done within 5 minutes
- A boost of productivity in their everyday business with their publishers

Get in Touch

Get in touch with Billoid for more info or start a trial run on our solution.

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Mail: sales@billoid.com

Twitter: [@billoidcom](https://twitter.com/billoidcom)

Facebook: [/Billoid](https://www.facebook.com/Billoid)

