

PARTNERSHIP MANAGEMENT

INGENIOUS ENTERPRISE

The Ingenious Enterprise platform is designed to empower businesses in starting, managing and optimising their own advertising network in-house. This way, they can take even better control of all marketing activities that take place through their partners, and define commission models that strengthen key partnerships and boost sales.

BENEFITS



Automated partner-related processes

Ingenious Enterprise automates all partner-related processes ranging from registration to payment, together with strict anti-fraud measures, so that businesses can focus resources on boosting sales. They can provide regular updates on product availability and offers through **product data feeds**, which will be updated on their partners' ad spaces automatically. Thanks to **automated HTML tracking**, marketers can also gain efficiency when managing email campaigns via partners.

With **automatic validation**, all transaction data can be compared with internal systems. In case of any cancellations or returns, the data can be adjusted so that the payable commissions are adjusted as well.



360° view of all business activities

Businesses can gain clarity on the effectiveness of their ad campaigns, as Ingenious Enterprise **tracks**

all strategically important events. These defined indicators will be mapped into a customer journey, so marketers can see which partners in their ad network are truly delivering sales.



Attribution across the board

Thanks to first-party tracking, businesses not only gain an accurate picture of their partners' activities, but also of how their partners fare against other campaigns. With this, they are able to **attribute more fairly and accurately**.



Granulated customisation

To cater to the different needs and motivation of partners, businesses can **customise commission rules and models** down to each individual partner for a specific time period.

Personalised news can also be shared with partners via their user interface easily according to their programmes and location, thereby simplifying the communication process.



Global capabilities

With Ingenious Enterprise, all reports can automatically be generated into the preferred currency and language, while **automating all payouts and reports** for partners in the currency, language and tax system they need. With this, businesses can easily expand into new markets and on an international scale.

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VOUCHER CAMPAIGNS

With the help of the voucher tool on Ingenious Enterprise, marketers can **implement voucher codes** and set applicable rules, hassle-free. The tool provides the flexibility of defining parameters, such as limiting vouchers to new customers only and restricting them to specific ad spaces.

Thanks to the **basket freeze option**, marketers can ensure clicks and sales are correctly assigned to the respective voucher and partner, despite any geographical redirects.

To fight fraud, businesses can also trace the path of voucher codes and **set rules for unauthorized use** of affiliate vouchers, such as completely omitting commissions or rewarding the original authorised publisher only. With Ingenious Enterprise, the path of each code can be monitored closely, be it offline or online.

FEATURES AT A GLANCE



Automated partner-related activities from registration to payment



Full overview and attribution of all online marketing activities



Granular customisation of commission rules and models for partners



Clear and easy communication tools to update partners on the latest news



Reports customisable to the necessary currency and tax system of partners

ABOUT INGENIOUS TECHNOLOGIES

Launched in 2012 by experienced online marketing experts, Ingenious Technologies focuses on the development of innovative, scalable technology for performance-based, branding-oriented online marketing and e-commerce.

The solution “Ingenious Enterprise” is developed to help advertisers, agencies and ad networks to monitor, analyse, optimise and process all their online marketing activities and partnerships across all channels and devices via a single platform.

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