

# ASW 2015:

First Stepping-stone in a Successful Year



## ASW 2015: FIRST STEPPING-STONE IN A SUCCESSFUL YEAR

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Well, that's another Affiliate Summit West in the books. Everyone at CAKE had a fantastic time meeting with our existing clients and partners as well as fostering some great new relationships.

Building on the successes of a very fruitful 2014, we set out to make ASW 2015 the first stepping-stone on our journey to another successful year.

In addition to meeting and greeting clients and partners and showcasing our affiliate industry gold-standard product, CAKE for Networks, we went to ASW with the goal of accomplishing two things – announcing a special anti-fraud initiative with our strategic partner, Forensiq, and letting everyone know about the growth of our CAKE customer base in 2014.

Announced on the second day of the conference, the joint CAKE/Forensiq initiative gives advertisers a simple and effective way to configure a fraud detection firewall in front of click and conversion traffic.

Then, on the final day of the conference, CAKE announced a significant growth milestone: more than 500 customers are now using the CAKE SaaS-based solution to track, attribute and optimize the performance of their digital marketing spend. We also announced our clients are holding steady with over 500 billion customer actions per month, CAKE employment grew at 72% in 2014, propelling us to over 100 employees, and that CAKE revenue was up 71% year-over-year for Q3 2014, also propelling CAKE to record revenue for 2014.

All in all, it was a great ASW and a great start to what looks to be another record-setting year for CAKE