



# Track and Optimize Your Entire Client Campaign Portfolio

*See clearly, spend better.*

**Tracking:** 82.2% of performance marketers do not have the ability to measure cross-channel performance or return on investment.

**Optimization:** Only 32% of agency respondents feel they do a "good" job of affiliate marketing. 42% say they do "okay" and 26% say they are doing "poor."

Our SaaS platform provides agencies with operational efficiency and flexibility through an open API environment and roles-based access control. We give agencies the insight to make intelligent marketing decisions and the ability to show clients the ROI of every dollar spent.

Customizable with either your agency or client's brand, our platform powers the largest and most influential affiliate networks in the U.S., Europe and other emerging markets. Plus, you get 24/7 support, a dedicated account manager and a solution that helps generate revenue.

## A Single System to Manage All Your Performance 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 performance marketing budget.
- **Robust reporting structure** yields deep insight into the channels that drive performance marketing campaigns.
- **Intuitive data visualizations** 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.

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<http://getCAKE.com/agencies/>

## Speed to Market / Quick Setup

Get started quickly with a SaaS software solution customized to your specific needs and made ready for immediate use upon launch.

## Onboarding

Feel confident with a comprehensive onboarding and training course that covers everything to get the most of your investment. Our onboarding specialists walk through setting up and using your CAKE solution.

## Professional Services

Enhance and support performance marketing, save time and reduce efforts by having us analyze data, manage workflows and integrate existing infrastructure for you with our Data, Operation and Integration Services.

## Multi-client Account Structure & Billing

Enable agencies with client-friendly account structures. A scalable, per-client model enables you to work with multiple clients across multiple channels while ensuring profitable margins.

## Granular Reporting

Customize reporting by user and share across your agency. Create custom calculations on each report and share via custom views instead of just exporting reports to Excel.

## Pro-active Outreach

Set up custom alerts and notifications, enabling your team to proactively reach out to clients with real-time updates, further strengthening your agency's trusted-advisor relationship.

## A Single, Consolidated Tool

Manage multiple facets of your performance marketing program with one tool, tracking and analyzing results, providing creative, and guiding your clients' performance marketing spend choices.

## Roles-based Access Control

Increase security and client confidence by regulating access based on the roles of individual users and user types. Users will only have access to the areas of your CAKE solution you choose.

“CAKE is, hands down, the best platform for managing and scaling performance marketing campaigns for our advertisers. CAKE's flexibility lets our agency add value quickly.”

Reid Behrendt  
Managing Partner and Co-founder, Lucky Pacific

