

Transparent pricing based on usage



Basic	Pro	Team	Agency
monthly			
\$49/month	\$99/month	\$199/month	\$449/month
yearly save up to 20%			
\$41/per month or \$490/year	\$83/per month or \$990/year	\$156/per month or \$1,990/year	\$375/per month or \$4,490/year
Core ad tracking features to control your campaigns.	Integrations, alerts, templates, optimization, and automation to save time & boost ROI.	Consolidate all your partners, networks, channels, and campaigns in one place.	Skyrocket your business with advanced value-add and productivity tools.
✓ Unlimited campaigns	✓ Unlimited campaigns	✓ Unlimited campaigns	✓ Unlimited campaigns
✓ Unlimited conversions	✓ Unlimited conversions	✓ Unlimited conversions	✓ Unlimited conversions
✓ Advanced Reporting & Targeting	✓ Advanced Reporting & Targeting	✓ Advanced Reporting & Targeting	✓ Advanced Reporting & Targeting
✓ 3 custom domains	✓ Unlim custom domains	✓ Unlim custom domains	✓ Unlim custom domains
Free SSL for custom domain	✓ Free SSL for custom domain	✓ Free SSL for custom domain	✓ Free SSL for custom domain
Integrations, alerts, automation	✓ Integrations, alerts, automation	✓ Integrations, alerts, automation	✓ Integrations, alerts, automation
Additional team users	Additional team users	✓ Additional team users	✓ Additional team users
Publisher tracking and management	Publisher tracking and management	✓ Publisher tracking and management	✓ Publisher tracking and management
Publisher Discovery (TM)	Publisher Discovery (TM)	Publisher Discovery (TM)	✓ Publisher Discovery (TM)
White-labeled reporting portal	White-labeled reporting portal	White-labeled reporting portal	✓ White-labeled reporting portal

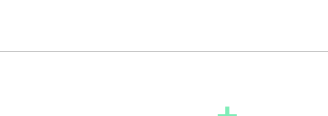
Compare plans



Tracking features	Basic	Pro	Team	Agency
PPC campaign tracking	+	+	+	+
CPA/CPI campaign tracking	+	+	+	+
RevShare campaign tracking	+	+	+	+
CPM campaign tracking	+	+	+	+
Organic traffic tracking	+	+	+	+
Redirect tracking Choose between different modes: - HTTP / HTTPS 302 - meta refresh - server refresh	+	+	+	+
No-redirect tracking - clickless tracking - no 3rd party cookies - no digital fingerprinting	+	+	+	+
Traffic distribution & filters 30+ filters, like: - GEO - device and OS - subids - clicks quality - click uniqueness - IP	+	+	+	+
Multi-step funnel tracking Create & track funnels with several landers, pre-landers, listicles, or offers	+	+	+	+
Multiple funnels in rotation	+	+	+	+
A/B testing	+	+	+	+
Universal Tracking Script Track all no-redirect & redirect campaigns with one script on your website	—	+	+	+
Parallel tracking For Google campaigns only. Track campaigns based on 3rd party generated ids, e.g., gclid	—	+	+	+
Impression tracking / forwarding	—	\$0.005 CPM	\$0.005 CPM	\$0.005 CPM
Multi-currency tracking	—	+	+	+
GTM integration Assistance with the set-up of Google Tag Manager	—	+	+	+

Automation & Optimization features

Cap-based traffic re-distribution	Basic	Pro	Team	Agency
Track caps (limits) for traffic management: - click cap - conversion cap - unique IP cap - unique visitor cap	+	+	+	+



	Basic	Pro	Team	Agency
Auto-optimization / auto-traffic distribution based on: - CR - ROI - EPC	—	+	+	+
Auto-rules - Pause campaigns - Pause creatives - Blacklist placements	—	+	+	+
Auto-update cost	—	every hour	every 30 min	every 15 min
Funnel auto-optimization Automatic re-distribution of traffic between the elements of the funnel based on the received conversions	—	+	+	+
Rule-based alerts Get webhook or email notification about campaign performance changes in real-time	—	+	+	+
Postbacks to Google, FB, Bing Send data about conversions back to the source; works automatically	—	+	+	+
SmartLink for publishers Automatically distribute traffic based on its source and conversion potential	—	+	+	+
Multi-account integration Manage multiple accounts from the same API integrated source (e.g., several Google accounts)	—	—	+	+

Conversion attribution

	Basic	Pro	Team	Agency
Conversion statuses for COD	+	+	+	+
Custom conversion events Report data across several conversion event types to track full customer journey or multiple funnels	2	11	11	11
Additional conversion subids Send back additional data with each conversion event	+	+	+	+
Attribution management - last click	+	+	+	+
Attribution management - first click	—	+	+	+
No 3rd party cookies attribution Ad tracking and conversion attribution without 3rd party cookies and fingerprints	—	+	+	+
Multiple postbacks in campaign Set postbacks that trigger on different conditions or are send to multiple destinations	+	+	+	+
Rule-based postbacks Set what conversion data to send to your traffic source or partners and what is just your business	—	+	+	+



Reporting & Analytics

	Basic	Pro	Team	Agency
Real-time reporting	+	+	+	+
Consolidated reporting - by campaign - by offer - by traffic source - by offer source	+	+	+	+
Drill-down / grouping	3 levels	5 levels	5 levels	5 levels
API for reports Seamlessly ingest data into your BI	+	+	+	+
Conversion log	+	+	+	+
Click log	—	+	+	+
Time period comparison Compare campaign performance over time to see the impact of changes made	—	+	+	+
White-label reporting portal Create a branded reporting portal with customized data to share campaign results with your customers in real-time	—	—	—	+

Partner marketing

	Basic	Pro	Team	Agency
Publisher / Referral / Partner management Manage publishers directly from the tracker, or give access to custom ref program, no additional tools	—	—	+	+
No-redirect tracking for affiliates Auto-generated direct link for each of the publishers	—	—	+	+
Multiple revenue models - CPA/CPI - RevShare - CPC - CPM	—	—	+	+
Commission assignment rules Assign custom commission for different conversions within a campaign	—	—	+	+
White-labeled publisher interface Save time, give you publishers access to self-service branding portal: - campaign list - creative upload - granular reports - postbacks - payouts	—	—	+	+
Multiple white-labels support	—	—	—	\$50.00 per whitelabel
Publisher Discovery (TM) Find out new publishers to grow your business with this complimentary subscription	—	—	—	+



Safety

	Basic	Pro	Team	Agency
Landing Page protection Hides your lander from users and programs that visit your campaign URL directly, e.x. spy tools	+	+	+	+
Postback protection	+	+	+	+
Detect known bots	+	+	+	+
Fraud checks on demand Validate traffic quality with on-demand fraud report. Charged for the check of 1,000 clicks	\$0.1 CPM	\$0.1 CPM	\$0.1 CPM	\$0.1 CPM
Fraud checks all-inclusive Validate the quality of all clicks included in your subscription plan. Set a fixed price	\$50	\$50	\$100	\$200

Productivity

	Basic	Pro	Team	Agency
Mobile app Check the data from the app on the go (iOS & Android)	+	+	+	+
Workplace settings	+	+	+	+
Data views	—	+	+	+
Filter, Funnel & Report templates	—	+	+	+
Open-API access	—	—	+	+
Log-to-cloud scheduled export If you want to store raw data yourself as long as you need	—	—	—	+

Teamwork

	Basic	Pro	Team	Agency
Multi-user permission-based access Link your team member access by: - app section - campaign - offer - data option	—	—	+	+
Free additional users	—	—	2	5
Additional users	—	—	\$30.00 per user / month	\$30.00 per user / month



Services

	Basic	Pro	Team	Agency
Academy	+	+	+	+
E-mail support	+	+	+	+
Live-chat support	—	+	+	+
Personal 30 min demo/onboarding call	—	+	+	+
Onboarding & Migration assistance	—	+	+	+
Partner Program set-up assistance	—	—	+	+
Dedicated account manager	—	—	—	+
On-demand pro service Available as add on. Contact your manager to request the pro service rate	—	available as add on	available as add on	available as add on