

# Request for Quote

We are **[Company Name]**, a leading **[your product/service]** platform in **[your market/countries]**. Our mission is to **[your goal]** by **[how you achieve it]**.

Our website is [www.company.com](http://www.company.com)

Our platform helps customers **[what you do]** by **[how you do it]**. We operate in key segments such as **[list segments, e.g., energy, telecommunications, finance, insurance]** and serve **[specific market/region]**. We partner with businesses to **[your collaboration goal]** and ensure **[desired outcome]**.

Our services include:

- **[How you promote service 1, e.g., driving visitors to your platform for comparisons]**
- **[How you promote service 2, e.g., directing traffic to advertisers' websites with commission-based conversions]**
- **[How you process leads, e.g., receiving leads via embedded forms or API integrations and delivering them to partners]**

When receiving a lead, the process follows one of two paths:

- **[Path 1, e.g., offering an online End2End application without direct contact]**
- **[Path 2, e.g., handling the process over the phone]**

Once processed, leads are delivered to **[partners/advertisers]** through **[technology or integration method, e.g., APIs or connected systems]**.

If an affiliate refers a customer, they receive a commission based on **[your payment structure, e.g., clicks, leads, or sales]**. To ensure accurate payments, we account for **[specific needs, e.g., cancellations or adjustments over time]**.

Our primary objective is to **[main goal, e.g., grow affiliate traffic and customer acquisition]**, focusing on **[specific areas, e.g., scaling operations or optimizing payment models]**.

## Requirements

Feature	Description
Automatic Invoicing	Automates the generation of invoices for affiliates to save time and reduce errors.

<b>Affiliate Payouts Refactoring</b>	Enables us to pay affiliates instantly, even if our invoice maturity dates are long (e.g., due to company policy), ensuring affiliates using paid traffic remain motivated to work with our platform.
<b>Invoice Management</b>	Easily manage and download invoices.
<b>Tiered Commission Levels</b>	Supports tiered commission structures based on affiliate performance or sales volume.
<b>Bonuses and Penalties</b>	Provides tools to reward affiliates or apply penalties based on performance or actions.
<b>Multiple Conversion Goals</b>	Offers the ability to set different payouts for various conversion actions or varying commissions for the same action.
<b>Revenue Share</b>	Facilitates commission payments based on a percentage of generated revenue.
<b>Performance Analytics</b>	Provides detailed reports and analytics to track performance and optimize campaigns.
<b>API Product Feed</b>	Delivers real-time product data to affiliates through a fast, cached API.
<b>Dynamic Data Banners</b>	Generates custom banners automatically updated with the latest product data.
<b>Responsive Banners</b>	Ensures banners adapt seamlessly to different devices and screen sizes.
<b>Traffic Source Checker</b>	Tracks the origin of clicks or leads to ensure traffic sources comply with our rules and policies.
<b>Server-to-Server Tracking</b>	Offers server-to-server tracking for accurate and secure conversion data.
<b>Batch Conversion Import</b>	Supports importing approved conversions in bulk through API.
<b>Pixel Conversion Tracking</b>	Enables pixel-based tracking for capturing conversions across websites.
<b>Localized User Interface</b>	Provides a user interface tailored to specific regions and languages.
<b>Multi-Language Support</b>	Supports multi-language functionality for a global user base.
<b>Affiliate Team Access</b>	Allows affiliates to invite additional users to collaborate within their account.

<b>Conversion Data Log</b>	Keeps a detailed log of all conversion data for transparency and audit purposes.
<b>Unified Traffic Dashboard</b>	Consolidates traffic sources like links, iframes, and APIs in one view.
<b>Affiliate Postback API</b>	Enables affiliates to set up automated postback URLs or APIs to get info about conversions.
<b>External ClickID Tracking</b>	Tracks clicks using external identifiers for precise campaign attribution.
<b>Campaign SubIDs</b>	Allows affiliates to use sub-identifiers to track specific campaigns or traffic sources.
<b>Embedded iFrame Forms</b>	Provides iframe-based forms for easy integration into affiliate websites.
<b>Affiliate Lead API</b>	Enables affiliates to send leads directly to our system through an API for seamless integration.
<b>Custom Lead Flows</b>	Allows us to visually design and customize the user journey for leads received via the Lead API to ensure smooth application completion.
<b>Advertiser Portals</b>	Provides dedicated portals for advertisers.
<b>Affiliate Portals</b>	Provides dedicated portals for affiliates.
<b>Offer Creation</b>	Provides the flexibility to create multiple product offerings for affiliates, expanding beyond a single product.
<b>Direct Deal Promotion</b>	Lets us promote not only our own products but also multiple offers from various advertisers.
<b>Offer Visibility Controls</b>	Lets users control the visibility and access to campaigns.
<b>GDPR Non-Compliance</b>	Indicates the platform lacks compliance with GDPR regulations.

Please let us know if your platform can offer any additional services or unique features that could enhance our segments. If you have experience with advertisers similar to ours or if you offer capabilities that set you apart from your competitors, we'd be interested in learning more.

## Expected volumes

Below are our current volumes and our expected volumes where we would like to be in 1 and 3 years from now.

Metrics	Now	1 year	2 years	Integration costs
Clicks	50000	250000	500000	
Conversions	5000	25000	50000	
Invoices (avg)	30	150	300	
Invoices (avg)	30	150	300	
Payouts (USD)	5000	25000	50000	