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Hotel Campaign by MCANISM Reaches New Heights with SKYNET Milestone Success

MCANISM

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HAMBURG, GERMANY / ACCESS Newswire / July 22, 2025 / MCANISM, a Hamburg-based performance marketing company, has reached two major milestones with its proprietary software platform, SKYNET 2.0. The platform now features real-time conversion tracking and has achieved a record of 2,000 active clients simultaneously using the system, solidifying its position as an industry leader.

Real-Time Tracking Enhances Campaign Agility

Previously operating with a 15-minute tracking delay-already faster than most industry standards-SKYNET 2.0 now delivers real-time conversion tracking. This upgrade provides advertisers and publishers with instant insights into campaign performance, enabling quicker adjustments and more precise optimizations.

"Real-time data is not just a technical achievement-it's a strategic advantage," said **Gunnar Militz**, CEO of MCANISM. "Clients can now react instantly, adjust campaigns dynamically, and operate with unprecedented agility."

Record Client Adoption Demonstrates Scalability

In another significant achievement, SKYNET 2.0 recently supported 2,000 active clients simultaneously for the first time since its launch. This milestone highlights the platform's scalability and growing adoption across industries.

The integration of **Chefscampaign** and **Hotelcampaign** into the MCANISM Group has contributed to this growth, bringing in new clients from the restaurant and hotel sectors. These additions have expanded the network's reach and vertical expertise.

"SKYNET 2.0 was built for independence, transparency, and high performance," added Militz. "The success of Chefscampaign and Hotelcampaign has accelerated growth, proving that the platform is not just keeping pace with the market but actively shaping it."

SKYNET 2.0 is MCANISM's next-generation performance marketing platform, developed in-house to empower advertisers and publishers. With advanced tracking, customizable dashboards, and seamless integrations, it provides a robust foundation for data-driven marketing success.

About MCANISM

MCANISM is an independent performance marketing company based in Hamburg, founded in 2018. The company focuses on affiliate and performance-based campaigns for brands across Europe, using advanced technology and a commitment to transparency to connect advertisers with publishers. With a strong foundation in media and a tech-driven approach, MCANISM continues to lead in delivering measurable marketing results.

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