

Tracking Affiliate Performance for ONLINE UNITED

"Our collaboration with DA Lytics has been outstanding — they delivered a powerful, account-wide reporting solution tailored exactly to our requirements, while adding real value through their expertise and strategic guidance."

Matthias Feifel, CEO, ONLINE UNITED GmbH

About ONLINE UNITED GmbH

ONLINE UNITED GmbH is an affiliate-only marketing agency headquartered in Germany, delivering pan-European affiliate marketing solutions. The agency manages more than 30 affiliate programmes across 11 European markets.

CHALLENGES

- Implementing dynamic API calls for each advertiser and year.
- Blending data from multiple APIs for a holistic overview of the performance.
- Enabling drill-through functionality for extended analysis.

SOLUTION

Power BI Report enabling weekly analysis over the affiliate programme performance, solution that allows sharing with end clients for full transparency and self reporting.

BENEFITS

- Unified cross-network view of all affiliate activity, no more switching between network interfaces.
- Real-time visibility into transaction status and commission pipeline.
- Publisher performance visibility across programmes.
- Faster identification of top-performing and underperforming partnership.

Centralized Reporting for Affiliate Activity



Microsoft Power BI

Since running affiliate campaigns across multiple networks and having a big variety of clients, ONLINE UNITED needed a way of tracking everything in one report. Having already other Power BI solutions built with DA Lytics, they decided to put together a reporting solution that allows them having visibility across the entire affiliate performance.

A tool for optimization

The Power BI solution serves as a weekly performance reporting tool, giving ONLINE UNITED full visibility over their affiliate programme performance across advertisers, publishers, weeks, and months, enabling data-driven optimization decisions.

The solution was first designed for internal use, with access to all advertisers they work with, but was then adapted to be easily shared with each of their clients, giving them a tool to monitor performance with full transparency over their affiliate

DATA & INTEGRATION

- ONLINE UNITED's cross-network, GDPR compliant, AWS data warehouse.
- Dynamic API calls and ETL pipelines setup configured by DA Lytics.

IMPLEMENTATION

Project implementation took 3-4 weeks, plus one more week for building the dedicated advertiser views for client reporting.



Key KPIs Tracked

- Turnover by status
- (approved, pending, declined).
- Click and Sales volume.
- Week-over-week performance trends.
- Advertiser programme rankings.
- Top-performing publisher analysis.
- Monthly programme performance.

The core capability is the ability to extend the analysis by drilling down from programme-level to individual publisher performance, adjusting filters at any level and slice data across any dimension. The reporting week can be adjusted at any step, enabling both real-time tracking and historical performance benchmarking.

"We are definitely saving at least 5 hours per week with the new reports. We are also much faster and more thorough in our analysis, as publisher segments can be viewed across accounts for each customer." - Matthias Feifel

Data & Integration

The data source is ONLINE UNITED's cross-network, GDPR compliant, AWS data warehouse, aggregating transaction-level data from multiple affiliate networks accessible via API.

DA Lytics configured dynamic API calls and built the ETL pipeline to transform raw network data into analysis-ready datasets.

Implementation

The project took 3-4 weeks including feedback rounds,

plus one additional week to build out dedicated advertiser views for client-facing reporting.

Ongoing Collaboration

Our collaboration with ONLINE UNITED is still ongoing, assuring support on keeping the reporting solutions up to date and creating new solutions for more efficient work and data based decisions.