

UK guide to affiliate & influencer marketing subnetworks



May 2025



UK Affiliate & Influencer Marketing Subnetworks Guide

Introduction

Welcome to the Affiliate and Partner Marketing Association's first guide to affiliate and influencer marketing subnetworks.

In late 2024, the APMA Governance Board prioritised work on subnetworks, and this guide marks the first significant piece of work published about the topic in five years.

In that time, the landscape has changed dramatically with a raft of new subnetworks emerging. In the APMA's 2025 State of the Affiliate Nation, brand expenditure through subnetworks hit double figures for the first time, cementing it as the fourth largest recipient of channel spend.

As business models grow, so does the need for additional scrutiny. This document should be used to help you navigate the variety of subnetworks available in the UK.

We kick off with a brief history, followed by a guide about working with subnetworks. Finally, we provide a comprehensive matrix featuring 20 subnetworks' responses to 16 questions devised by the subnetwork project group.

The project group, formed in November 2024, comprises affiliate networks, agencies, a compliance business and subnetwork. I'm hugely grateful for their support and hard work in delivering this important document.

The guide you are about to read is the output from this project group over the past six months. The APMA will continue to monitor the space and update this document in the future. We will continue to shine a light on best practices for subnetworks and the wider affiliate community.

Kevin Edwards, Founder, APMA

A brief history of affiliate marketing subnetworks

As affiliate marketing matured through the 2000s and into the 2010s, the industry saw a rapid expansion in the number and type of publishers.

As interest grew, traditional publishing houses that owned newspapers and magazines recognised the commercial potential of performance-based marketing. As print revenue declined, could affiliate marketing offer a way to plug the gap?

They faced a dilemma. How could they generate revenue from affiliate marketing without restructuring their businesses? Also, how could they manage hundreds of advertiser relationships without the internal resources or expertise?

Rather than applying to affiliate programmes individually, these large media companies turned to subnetworks to help.

They effectively outsourced this role to subnetworks. They developed easy plug-and-play solutions, giving access to thousands of advertisers through a single integration. Early trailblazers included companies that are active today, such as Skimlinks and VigLink (now Sovrn).

This approach enabled editorial and advertorial teams to embed affiliate links across articles and other content without requiring direct commercial relationships and the admin associated with implementing affiliate tracking and links..

This model was a win-win: media businesses gained access to affiliate revenue at scale without building affiliate teams, while subnetworks grew impressive affiliate businesses that increased the reach of our channel.

As a result, subnetworks became a key new affiliate model. However, as their role grew, so did scrutiny, especially with issues such as transparency, compliance, and quality control. More recently, influencer marketing has become a revenue driver for subnetworks, adding an extra dimension to programme monitoring.

Subnetworks are now big business.

According to the latest 'State of the Affiliate Nation' report from the APMA, they account for one in ten pounds invested in the affiliate channel. 2024 saw spend grow by 18%, double that of the industry's average.

As revenue and spend increase, brands require guarantees about the quality of subnetwork traffic.

The role and value of subnetworks

Subnetworks offer advertisers some specific advantages.

- 1. Efficiency and Scale:** Advertisers can access a pool of publishers through a single partnership with a subnetwork. This means that, as well as individual publishers who've applied for their programme, they have subsets of publishers operating under a single umbrella.
- 2. Access to Niche Markets:** Subnetworks often include publishers who specialise in specific niches or demographics. Historically, they also reached publishers who hadn't previously registered with traditional networks and platforms.
- 3. Access to influencers:** Increasingly, subnetworks are working with influencers who can provide additional routes to market for brands. This allows advertisers the opportunity to further scale their affiliate programmes, especially when resource or internal expertise is stretched.
- 4. Resource Optimisation:** For smaller publishers, subnetworks provided a way of handling the complexity of the traditional network approach of affiliate marketing.

Risks and industry challenges

Despite their obvious advantages, subnetworks have faced criticism, primarily concerning transparency and quality assurance.

- 1. Opaque reporting and brand safety.** One of the most common concerns is the lack of visibility about how publishers promote brands. While some offer full granular reporting, others only report aggregate activity, making it difficult for advertisers to see traffic sources. This inevitably leads to concern about where and how a brand is being promoted. Sometimes, this transparency is only available on request.
- 2. Ad Hijacking.** Some subnetworks have more relaxed policies about which publishers they allow, meaning they are a target for ad hijacking, a form of affiliate fraud where bad actors intercept brand traffic, cookie it, and claim commission on sales they didn't drive. If a subnetwork does not have strong controls in place, this behaviour can occur undetected, damaging trust and ROI. It can also be difficult for networks to keep on top of this activity or know where to look for it.
- 3. Onboarding of banned affiliates.** There have also been instances where affiliates removed from a programme due to fraud or non-compliance reappear via a subnetwork. Since subnetworks often act as intermediaries, a removed affiliate can theoretically continue to earn commission through a new identity or partner account, unless carefully screened. This makes thorough due diligence essential.
- 4. Poor quality voucher sites:** Voucher and cashback affiliates provide value to many programmes, but in some cases, subnetworks have been used to onboard low-quality or misleading coupon sites that wouldn't be accepted via direct applications. These affiliates may rely on tactics that lead to customer frustration and brand damage.

The Industry's Response: Transparency and Accountability

To address these issues, the Internet Advertising Bureau (IAB) UK developed a Transparency Matrix in 2020, a framework designed to encourage openness between subnetworks, advertisers, and networks.

The matrix outlines what data and disclosure practices should be expected, including:

- A list of sub-publishers promoting a brand
- Clear information on traffic sources and promotional methods
- Visibility of any partners removed for non-compliance
- Monitoring processes and escalation pathways

This matrix is now out of date and the APMA has updated the matrix, as well as providing a more comprehensive view of subnetworks and their practices in 2025.

We want to focus on what 'good' looks like, empowering brands to have confidence in the subnetworks they work with.

What good practice looks like

Some subnetworks have responded proactively to these challenges, developing tools and standards that go beyond the basics.

Skimlinks, a UK-founded subnetwork that works with many high-quality editorial publishers, is a good example. Their practices include:

- Publisher vetting: Only accepting content-led sites that meet editorial quality thresholds
- Transparent reporting: Offering advertisers visibility into top-performing domains

- Compliance monitoring: Running automated checks to ensure affiliate links are used appropriately and in line with advertiser rules

Best practices for advertisers

If you're considering working with subnetworks, here are six best practice recommendations:

- 1. Vet thoroughly:** Ask about publisher onboarding processes, traffic controls, dealing with escalations and how subnetworks handle non-compliance. You should also ask your affiliate network or platform and agency, if you use them, what processes they have in place for maintaining network quality. We all have a role to play in ensuring high-quality traffic is funnelled through the affiliate channel.
- 2. Insist on transparency and reporting:** Demand insights into individual publisher activity and top performers. This may be available as part of the service with individual subnetworks, or you may have to request the details and reports.
- 3. Set clear terms:** Your programme T&Cs should be understood and followed. Make sure you have uploaded details of whether you work with subnetworks, and what transparency you require. If you are manually approving publishers to your affiliate programme, ensure you do this before you accept them onto your programme.
- 4. Audit regularly:** Spot-check links, validate traffic, and raise concerns with account managers early. You need to ensure you are working with your network and subnetwork partners to obtain the information you need to give you the confidence to invest with them. If in doubt, ask. If you don't receive a response after repeated requests, you are within your rights to remove them from your affiliate programme, following the standard network procedure for removals.
- 5. Explore tech:** In addition to asking your network and agency (if you use them) what their processes are, speak to third-party experts like Rightlander and Marcode who can help monitor your activity. The APMA has exclusive member deals and discounts with third-party compliance companies.

6. Use the APMA matrix: The APMA matrix offers the most comprehensive view of subnetworks and their practices. Keep it as a guide to help you decide where you want to invest your budgets. We recommend bookmarking this document so it's readily available for you to check against your performance. Also, ensure your network is fully aware of the matrix and uses it within their business.

Subnetworks' matrix

As the affiliate and partner marketing industry matures, advertisers are demanding greater transparency, accountability and control from the publishers they work with.

All publishers are expected to be transparent and accountable for their content. For subnetworks that work with their own network of publishers, this is particularly important.

Subnetworks have experienced significant growth over the past decade, and they now account for one in ten pounds spent through the affiliate channel in the UK (APMA, State of the Affiliate Nation, 2025).

This report is designed to provide that to brands and the wider affiliate marketing ecosystem. The report also builds on an earlier iteration of a subnetwork matrix, which featured seven subnetworks and was released in 2020.

To help evaluate as many subnetworks, we asked a series of questions designed to assess platform practices in key operational areas. These questions explore how subnetworks manage publisher relationships, enforce compliance, provide performance visibility and support partners through their technology and range of services.

We've grouped these questions into four core themes:

1. Transparency & Control

Examines the level of visibility platforms provide to advertisers over publisher traffic, content, performance and internal processes.

2. Publisher Management & Compliance

Focuses on how networks vet, monitor and enforce standards across their publisher base, including influencer networks and subnetworks.

3. Technology & Tooling

Evaluates the tools and features offered to publishers that support automation, content generation and user experience.

4. Commercial Models & Support

Looks at platform business models and the support available to advertisers, including account management and billing transparency.

This framework is intended to help advertisers make informed decisions when partnering with subnetworks and to promote higher standards across the channel.

Who did we ask?

We reached out to 45 companies that offer some element of subnetwork activity.

The survey we asked them to complete contained 16 Yes/No questions, with the option of adding extra detail should they need to qualify any of their answers. Of the 45 we contacted, we received responses from 20 companies.

In the following table, we list all the companies we contacted who responded as well as those who didn't respond to our request. While we cannot make any assumptions about the companies that responded or did not respond, the main purpose of our survey was to provide transparency to brands and the wider industry about how all subnetworks operate.

We are hugely grateful to the 20 companies that opened their working practices up to us so they can be more widely understood and scrutinised. Should any additional subnetworks fill in the survey, we will update the matrix to reflect their submission in the next version of the report.

We hope this document will be a living piece of work that will be amended as new businesses enter the space, companies change their working processes and new elements that need to be incorporated.

The survey data in our matrix is given in good faith and has not been independently verified by the APMA or the working group that helped compile the report. Therefore, we assume that every company that completed it has done so accurately and to the best of their knowledge.

If you believe any elements of the matrix are inaccurate or contradict your experiences, you should contact the APMA, and we will verify the information with the respective company or companies. *The APMA, April 2025*

Email: hello@theapma.co.uk

Companies we sent the subnetworks' survey to, and whether they completed it or not:

Company	Completed our survey?	Company	Completed our survey?	Company	Completed our survey?
Ad Pump	No	Flex Offers	Yes	Rewardoo	Yes
Advanced Store	Yes	FMTC	Yes	ShopLooks	No
affnetmedia	No	GANet	No	Shopping Links	No
Affrofiliate	Yes	Haitao	No	Shopping24	No
Beacons	No	Joingekko	Yes	Skimlinks	Yes
Brand Reward	No	Kreatornow	Yes	SmileKOLs	No
Brandsparkhub	Yes	Linkbest	No	Source Knowledge	No
Clixyes	No	Linkbux	Yes	Sovrn	No
CloudTraffic	Yes	Linkhaitao	No	Stylink	No
CollabGlow	Yes	LinkPrefer	No	Takeads (formerly Adgoal)	Yes
Collable	Yes	LTK	No	UltraInfluence	No
DigChic	Yes	Mavely	Yes	Wannalooks	No
Digidip (mrge)	Yes	MaxBounty	No		
Duomai	No	Metapic	Yes		
Famesta	No	Nomadz Digital	Yes		
FansToShop	No	Partnermatic	Yes		

1. Transparency & Control

These questions relate to how much visibility and control advertisers have over partners, traffic, content, and platform operations.

Questions asked:

1. Do you offer transparency of publisher traffic and, if so, do you share full domains or only publisher IDs?
2. For influencer networks, do you offer transparency (or sharing) of content generated by creators?
3. Do you utilise separate affiliate accounts for content and incentive publishers?
4. Do you allow specific publisher types to be enabled or disabled?
5. Do you offer performance reports by publisher?
6. Do you provide advertisers or networks a login to your platform to view performance?
7. Do you offer advertisers transparency on the suspension and removal process for non-compliant activities?

Company Name	Do you offer transparency of publisher traffic and, if so, do you share full domains or only publisher IDs?	For influencer networks, do you offer transparency (or sharing) of content generated by creators?	Do you utilise separate affiliate accounts for content and incentive publishers?	Do you allow specific publisher types to be enabled or disabled?	Do you offer performance reports by publisher?	Do you provide advertisers or networks a login to your platform to view performance?	Do you offer advertisers transparency on the suspension and removal process for non-compliant activities?
Advanced Store	Yes	N/A	No	Yes	No	No	Yes
Afrofiliate	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Brandsparkhub	Yes	Yes	No	Yes	Yes	Yes	Yes

Company Name	Do you offer transparency of publisher traffic and, if so, do you share full domains or only publisher IDs?	For influencer networks, do you offer transparency (or sharing) of content generated by creators?	Do you utilise separate affiliate accounts for content and incentive publishers?	Do you allow specific publisher types to be enabled or disabled?	Do you offer performance reports by publisher?	Do you provide advertisers or networks a login to your platform to view performance?	Do you offer advertisers transparency on the suspension and removal process for non-compliant activities?
Cloud Traffic	Yes	Yes	Yes	Yes	Yes	No	Yes
CollabGlow	Yes	Yes	No	Yes	Yes	No	Yes
Collable Partners	Yes	Yes	No	Yes	Yes	Yes	Yes
Digchic Limited	Yes	Yes	No	Yes	Yes	Yes	Yes
digidip GmbH	Yes	Yes	No	Yes	Yes	No	Yes
FlexOffers.com, LLC	Yes	Yes	No	Yes	Yes	On request	Yes
FreshReach	Yes	N/A	No	Yes	No (maybe in the future)	No	Will remove on request
JoinGekko	Yes	Yes	Yes	Yes	Yes	No	Yes
Kreatornow	Yes	Yes	No	Yes	Yes	Yes	Yes
LinkBux	Yes	Yes	Yes	Yes	Yes	No	Yes
Mavely	Yes	Yes	No	No	Yes	No (Q3 2025)	Yes
Metapic	Yes	Yes	No	No	Yes	Yes	Yes
Nomadz Digital	Yes	Yes	Yes	Yes	Yes	Yes	Yes

Company Name	Do you offer transparency of publisher traffic and, if so, do you share full domains or only publisher IDs?	For influencer networks, do you offer transparency (or sharing) of content generated by creators?	Do you utilise separate affiliate accounts for content and incentive publishers?	Do you allow specific publisher types to be enabled or disabled?	Do you offer performance reports by publisher?	Do you provide advertisers or networks a login to your platform to view performance?	Do you offer advertisers transparency on the suspension and removal process for non-compliant activities?
Partnermatic	Yes	Yes	No	Yes	Yes	No	Yes
Shopbux Inc.	Yes	Yes	No	Yes	Yes	No	Yes
Skimlinks, a Taboola Company	Yes	Yes	N/A	Yes	Yes	No (reports on request)	Yes
Takeads	Yes	N/A	No	Yes	Yes	No	Yes

2. Publisher Management & Compliance

These questions focus on how networks handle the vetting, monitoring, and control of publishers and influencers.

Questions asked:

1. Do you have a manual publisher vetting process and provide the criteria for advertisers to view?
2. For influencer networks, do you have processes to check creators are actively generating advertiser content (rather than only having a link in bio/Linktr.ee links)?
3. Do you allow other ad networks (with their own publisher base) to join your subnetwork and promote advertisers through their own ad network too?
4. Can you blacklist publishers at the request of an advertiser?
5. Do you offer performance reports by publisher?

Company Name	Do you have a manual publisher vetting process and provide the criteria for advertisers to view?	For influencer networks, do you have processes to check creators are actively generating advertiser content (rather than only having a link in their bio/Linktr.ee links)?	Do you allow other ad networks (with their own publisher base) to join your subnetwork and promote advertisers through their own ad network too?	Can you blacklist publishers at the request of an advertiser?	Do you have a contactable compliance/quality team through a dedicated email address?
Advanced Store	Yes	We are not an influencer network	No	Yes	Yes
Afrofiliate	Yes	Yes	Yes	Yes	Yes
Brandsparkhub	Yes	Yes	No	Yes	Yes
Cloud Traffic	Yes	No	No	Yes	Yes
CollabGlow	Yes	Yes	Yes	Yes	Yes

Company Name	Do you have a manual publisher vetting process and provide the criteria for advertisers to view?	For influencer networks, do you have processes to check creators are actively generating advertiser content (rather than only having a link in their bio/Linktree links)?	Do you allow other ad networks (with their own publisher base) to join your subnetwork and promote advertisers through their own ad network too?	Can you blacklist publishers at the request of an advertiser?	Do you have a contactable compliance/quality team through a dedicated email address?
Collable Partners	Yes	Yes	No	Yes	Yes
Digchic Limited	Yes	Yes	No	Yes	Yes
digidip GmbH	Yes	Yes	No	Yes	Yes
FlexOffers.com, LLC	Yes	We're not an influencer network, but we do have influencers.	Yes	Yes	Yes
FreshReach	Yes	No	No	Yes	Customer service email
JoinGekko	Yes	Yes	No	Yes	Yes
Kreatornow	Yes	Yes	No	Yes	Yes
LinkBux	Yes	No	Yes	Yes	Yes
Mavely	No	No	No	Yes	Yes
Metapic	Yes	All content using a Metapic link is in the online dashboard	Yes	Yes	No
Nomadz Digital	Yes	Yes	No	Yes	Yes
Partnermatic	We can upon request	Yes	Yes	Yes	Yes
Shopbux Inc.	Yes	Yes	Yes	Yes	Yes

Company Name	Do you have a manual publisher vetting process and provide the criteria for advertisers to view?	For influencer networks, do you have processes to check creators are actively generating advertiser content (rather than only having a link in their bio/Linktr.ee links)?	Do you allow other ad networks (with their own publisher base) to join your subnetwork and promote advertisers through their own ad network too?	Can you blacklist publishers at the request of an advertiser?	Do you have a contactable compliance/quality team through a dedicated email address?
Skimlinks, a Taboola Company	Yes	Yes	Yes	Yes	Yes
Takeads	No	We don't work with them	Yes	Yes	Yes

3. Technology & Tooling

These questions assess the tech offering provided to publishers, such as automation and content tools.

Questions asked:

1. Do you offer technology to publishers to automatically transform URLs into affiliate links?
2. Do you offer publishers technology to build comparison tables?

Company Name	Do you offer technology to publishers to automatically transform URLs into affiliate links?	Do you offer publishers technology to build comparison tables?
Advanced Store	Yes	No
Afroaffiliate	Yes	Not yet, but possible on request.
Brandsparkhub	Yes	No
Cloud Traffic	Yes	Yes
CollabGlow	Yes	No
Collable Partners	Yes	Yes
Digchic Limited	Yes	Yes
digidip GmbH	Yes	No
FlexOffers.com, LLC	Yes	Yes
FreshReach	No	No
JoinGekko	Yes	Yes

Company Name	Do you offer technology to publishers to automatically transform URLs into affiliate links?	Do you offer publishers technology to build comparison tables?
Kreatornow	Yes	Yes
LinkBux	Yes	No
Mavely	Yes	No
Metapic	Yes	No
Nomadz Digital	Yes	Yes
Partnermatic	No	No
Shopbux Inc.	Yes	No
Skimlinks, a Taboola Company	Yes	Yes
Takeads	Yes	No

4. Commercial Models & Support

These relate to business models and support structures for advertisers.

Questions asked:

1. Do you provide dedicated account management support to advertisers?
2. Do you pay any publishers on a CPC basis while receiving CPA payments from advertisers?

Company Name	Do you provide dedicated account management support to advertisers?	Do you pay any publishers on a CPC basis while receiving CPA payments from advertisers?
Advanced Store	Yes	No
Afroaffiliate	On request for specific advertisers	No
Brandsparkhub	Yes	No
Cloud Traffic	Yes	No
CollabGlow	Yes	No
Collable Partners	Yes	No
Digchic Limited	Yes	No
digidip GmbH	Yes	No
FlexOffers.com, LLC	Yes	No
FreshReach	No	No
JoinGekko	Yes	No

Company Name	Do you provide dedicated account management support to advertisers?	Do you pay any publishers on a CPC basis while receiving CPA payments from advertisers?
Kreatornow	Yes	No
LinkBux	Yes	No
Mavely	No	No
Metapic	Yes	Yes*
Nomadz Digital	Yes	No
Partnermatic	Yes	No
Shopbux Inc.	Yes	Yes*
Skimlinks, a Taboola Company	Yes	No
Takeads	Yes	In rare cases

* Note, we have not highlighted 'Yes' as a positive here as the APMA makes no assumptions about traffic arbitrage.

Directory of companies that replied to our survey:

Given company name	Description of their company, in their own words
advanced store GmbH	As a martech company for performance advertising, we develop our own tech solutions that connect to all relevant traffic sources, in order to deliver the best possible CPO performance. CPO is our corporate DNA, and we continuously invest in the expertise and creative power of our team.
Afrofiliate	Afrofiliate is an affiliate network that connects diverse brands and publishers to partners who need help in navigating diverse spaces.
Brandsparkhub	At BrandSparkHub, we collaborate with a dynamic network of 10,000+ influencers across Fashion, Beauty, Home, Travel, Wellness, and Technology, helping brands create impactful content that resonates with their target audience.
Cloud Traffic Limited	Cloudtraffic is a performance marketing network working by CPA model (CPS, CPL) mainly with blog/review content websites (travel, fashion, lifestyle, sport, health & beauty etc.). Our traffic sources: content sites (22,3%), social media (18%) display (9.7%), native ads (11%), email, etc. with a strong presence in US, CA, EMEA, UK, ASIA. We provide the list of partners for prior approval and limit denied traffic sources on our side.
CollabGlow	CollabGlow is an influencer marketing platform specialising in driving brand awareness and conversions through strategic influencer collaborations. We work with a diverse network of over 5,000 creators across key markets, delivering impactful campaigns tailored to brand objectives.

Given company name	Description of their company, in their own words
COLLABLE PARTNERS LIMITED	collAble is an influencer network that connects with over 200,000 creators and over 2,000 brands. Our business model includes CPA, CPA + Flat Fee, and Gifting, etc.
Digchic Limited	Digchic is a technology platform bridging the gap between brands and premium creators, helping creators quickly find winning products, improve efficiency, secure better commission terms and long-standing sponsorships with Digchic's brand partners.
digidip GmbH	We are a market leading invite-only premium content and performance advertising meta-network, operating worldwide (most notably US, UK, DE, FR).
FlexOffers.com, LLC	FlexOffers is a recognised leader in performance-based marketing. We employ a “one-roof” approach that enables us to work with over 10K advertisers across 65 networks and over 75K publisher programmes.
FreshReach	FreshReach® is offered to publishers who do not have a direct relationship with the merchants. It allows you to monetise links on your site without having to worry about signing up for and managing merchant affiliate programmes. It's designed to allow a scalable solution for a publisher prior to you having your own merchant relationships. There is a rev-share split between the publisher and FMTC.
JoinGekko	Gekko is a performance-driven subnetwork partnering with trusted media publishers like Vipestores, Karmanow, and CNN. We help brands scale across all verticals - travel, fashion, tech, and more - without onboarding fees or minimum CPAs. Brands choose their publisher mix, and we deliver full transparency, performance insights, and growth.

Given company name	Description of their company, in their own words
Kreatornow	Kreatornow is a leading influencer agency committed to providing our clients with omni-channel support, including affiliate marketing, influencer marketing, content marketing, and social media operation. We have 50K+ verified influencers on all major social media platforms, bringing more than 1 million monthly traffic to 1400+ global leading brands.
Linkbux	Linkbux is a leading affiliate subnetwork, established in 2020, which includes over 60,000 merchants and more than 24,000 publishers, with a strong presence in the United States, United Kingdom, Germany, and France, and extends significantly into other global regions. In the affiliate space, we collaborate with excellent publishers specialising in deals, loyalty/cashback, content, influencers, and more.
Mavely	We are a large sub-affiliate network who focuses on the everyday influencer.
Metapic	Metapic is the leading global creator marketing platform; connecting world-class brands with top influencers. Their unique technology supports clients with increasing brand awareness and high performing campaigns, matching them with the most relevant and engaging creators across Instagram and TikTok. Suitable for most brand verticals, but specialising in Fashion, Beauty and Lifestyle, Metapic consistently helps brands to grow their business with data-driven influencer marketing

Given company name	Description of their company, in their own words
Nomadz Digital and Innovation Pvt. Ltd.	Nomadz Digital & Innovation is a leading 360° Digital Marketing agency with headquarters in India and subsidiaries in Canada and soon Dubai. We specialise in creating strategic marketing solutions, developing tech-friendly websites and apps, and executing organic and social media campaigns, driving ROI-focused promotions via 8,000+ affiliate channels, reaching over 1 billion users worldwide.
Partnermatic	Partnermatic is a premier creator-focused performance marketing platform with a network of over 100K influencers, content creators, affiliates, and strategic partners.
Shopbux Inc.	Rewardoo empowers creators and partners to unlock earning potential through personalised storefronts and seamless affiliate tracking. By connecting brands with a diverse network of influencers, agencies, and affiliates, Rewardoo enables high-quality traffic generation through social media, blogs, SEO, content marketing, and more. With advanced tools and customisable solutions, we help brands expand their reach, amplify influence, and drive measurable growth.
Skimlinks, a Taboola Company	The largest commerce content monetisation platform globally. Skimlinks partners with over 50 Networks globally, working with over 50,000 advertisers to help drive success.
Takeads	We are a native advertising platform that delivers cookie-free, contextual brand messaging. Takeads works with ad spaces from all over the world.

