

” SUCCESS REALLY
IS BASED ON
POWERFUL
PARTNERSHIPS.

*We create smart tools that make these
partnerships **effective** and **transparent**.*

ARGO
The crew for digital adventures

BUILDING PARTNERSHIPS MEANS KEEPING VA

Smart companies know that rewarding partners for generating new sales is the most



COMMISSION DEALERS

The most common and used form of partnership. The principle is simple - partners sell company's products and earn commission from every sale.

CASHBACK PORTALS

Cashback portals share the commission from realized sales with their customers in order to offer lower price. They are quite new and developing quickly.

DISCOUNT PORTALS

Sites like Groupon with time limited discounts for various products are still very popular among internet users as they are bursting with offers.

PRICE GRADERS

Sites comparing prices across many vendors are very popular as they help users find the best deal. They usually also offer ratings and reviews from users.

LEAD GEN PARTNERS

Attracting prospective potential customers and turning them into a qualified leads is not always easy. That's why a lot of people and companies made a business of it.

VALUABLE ACQUISITION CHANNELS **OPEN**

effective way of growing business today.

WHITE LABEL PARTNERS

While traditional commission dealers sell company's products under the original brand, white label partners apply their own brand on these products.

AFFILIATE PARTNERS

Affiliate marketing is based on rewarding online partners (bloggers, marketers) for every purchase (or other conversion) evoked by promotion on their website.

CUSTOMER REFERRALS

Companies can also turn their own customers into brand ambassadors and reward them for bringing you new customers. This also builds loyalty.

EMPLOYEE REFERRALS

Motivating employees with extra benefits and rewards for bringing new customers is another interesting kind of successful internal partnership.

MANY OTHER PARTNERS

Every business has its own ways of creating partnerships. They all share one thing though - they need to be controlled and transparent in order to become meaningful.

BUT WITH SO MANY CHANNELS, TROUBLES COME

Using the power of partnerships helps companies grow their business but also bring numerous problems that need to be tackled.

1 **ABSENCE OF SPECIALISED TOOLS**

Software tools are available for various forms of partnership, such as affiliate. For others, there are none. Having one tool for all is a dream.

2 **DIFFERENT PROCESSES**

While basic principles are always the same, every form of partnership has a unique workflow and needs to be treated accordingly.

3 **RISK OF FRAUD**

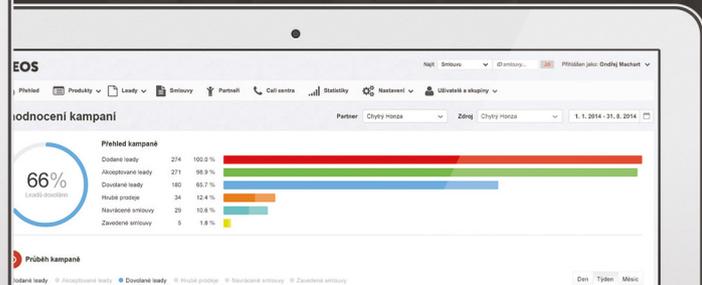
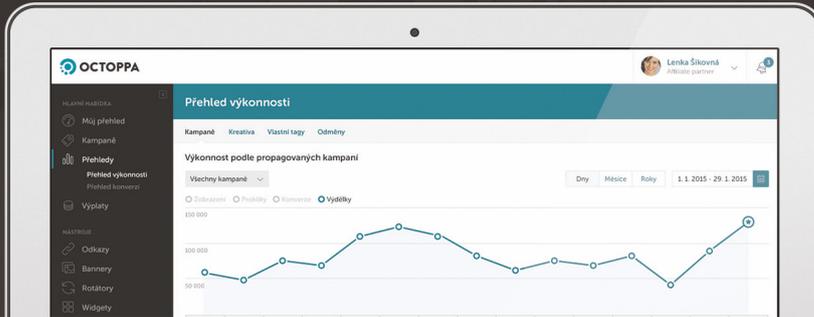
With growing number of partners, there's always a risk of fraudulent behaviour. And it's not usually easy to get it under control.

4 **LACK OF TRANSPARENCY**

With few or no tools, companies miss valuable data and insights about their partnerships. That makes decision making difficult.

AND THIS IS WHY WE'VE CREATED OCTOPPA & EOS

Two smart tools changing the way how companies benefit from their partnerships



✔ Promotes company's products through custom network of partners

✔ Digitizes the whole acquisition process from initial lead to finished sale

✔ Enables company to configure how partners are rewarded

✔ Unifies all processes into one custom tailored acquisition workflow

✔ Keeps an eye on partner's activity and prevents frauds

✔ Gives company control over all selling checkpoints and processes

✔ Gives company and its partners valuable insights and statistics

✔ Provides basic business overview as well as deep analytics



OCTOPPA GIVES PARTNERS TOOLS FOR PROMOTION AND REWARDS THEM FOR NEW SALES

The screenshot displays the OCTOPPA dashboard for user Jenny Almighty, an affiliate partner. The interface includes a top navigation bar with the OCTOPPA logo and user profile. A left sidebar lists navigation options: My Dashboard, Campaigns, Reports, Payouts, Links, Banners, Rotators, and Widgets. The main content area features a 'Your current earnings' summary of 1 643 USD. Below this is a 'My Dashboard' section with filters for Today, Yesterday, This week, This month, This year, and All time. It contains three key metrics: 1 854 032 Views, 5 930 Clicks, and 942 Conversions (+348). A line chart shows performance trends over time. On the right, a donut chart and a table list earnings by campaign type: CPC (340 USD), CPL (366 USD), and CPS (492 USD), with a total of 34 962 USD.

OCTOPPA

Jenny Almighty
Affiliate partner

HLAVNÍ NABÍDKA

- My Dashboard
- Campaigns
- Reports
- Payouts

NÁSTROJE

- Links
- Banners
- Rotators
- Widgets

Your current earnings
1 643 USD

My Dashboard Today Yesterday This week **This month** This year All time

1 854 032
Views

5 930
Clicks

942 +348
Conversions

34 962 USD
Earnings

● CPC 340 USD
● CPL 366 USD
● CPS 492 USD



ALL PARTNERSHIPS

The best thing about Octoppa is that it suits all forms of partnerships. It gives partners promotion tools and rewards them for new sales.



CLOUD BASED

Octoppa is a cloud based application. This takes away the hassle of deployment and hardware infrastructure maintenance.



REWARD AS YOU WISH

For some, the best reward scheme is a percentage from each sale. But others prefer revenue share or lifetime value share. Octoppa has it all.



EASY INTEGRATIONS

Companies can integrate other tools and apps they use and profit from all available data sources. We can also create custom modules.



INTERFACE BRANDING

We let companies fully brand the application. With that option, the user interface speaks the visual language of their brand.



FULL SERVICE

As well as being an excellent tool, we also provide a great service - partnership program management, creative support, and much more.



ENTERPRISE READY

Octoppa was first made for multinational energetics holding. Thanks to that it understands and fulfills needs of big business.

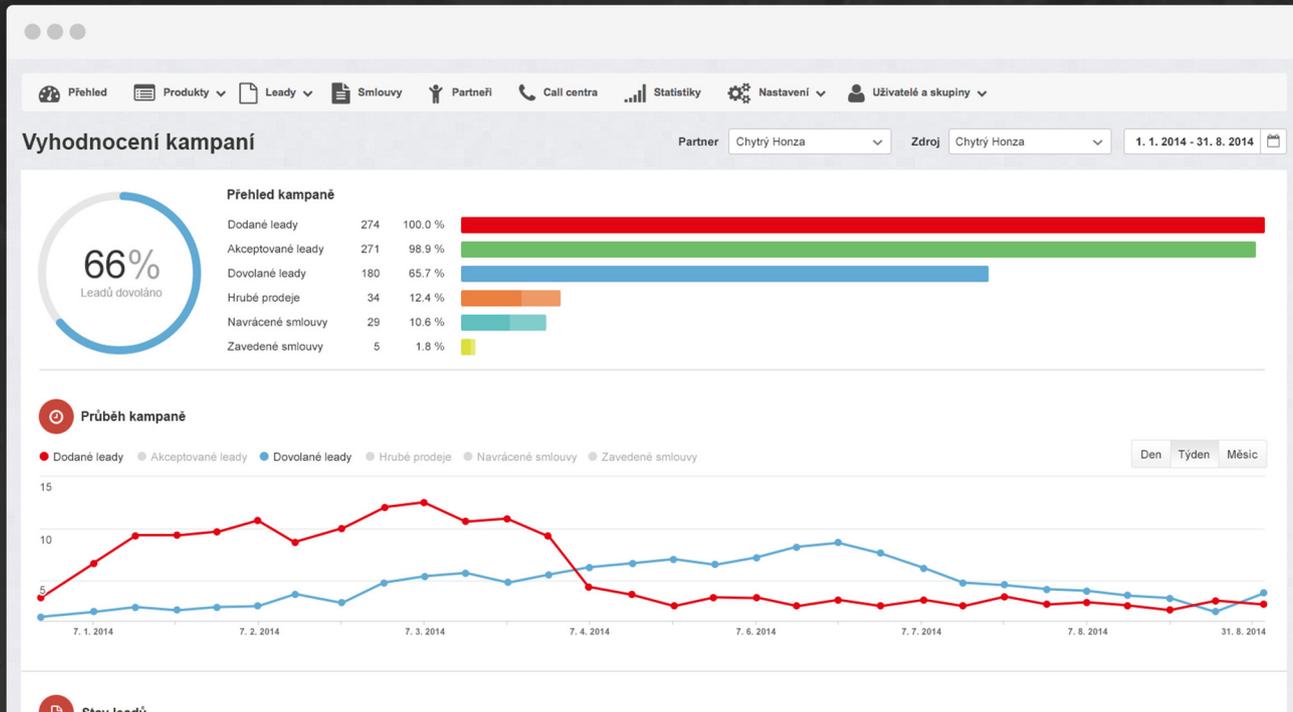


SMART & USER FRIENDLY

Octoppa was made in cooperation with people who use it - partners. They helped us tweak the design to be more usable and enjoyable.



EOS GIVES COMPANIES FULL DIGITAL CONTROL OVER ACQUISITION PROCESS FROM LEAD TO SALE





ACQUISITIONS, DIGITIZED

EOS gives companies complete transparency of their acquisition workflow, from lead creation to digital signature of contract.



CALL CENTER INTEGRATION

EOS provides insights about call centers and their performance, including playbacks of calls and history of how each lead was handled.



ALL CHANNELS

All kinds of partners, be it lead generation, door to door, commission dealers - manage them all with a single tool.



PRINTER INTEGRATION

Although digital signatures are common today, EOS can be also integrated with printing partners to send them all data automatically.



CUSTOM WORKFLOW

Every business has specific acquisition workflows, so we designed EOS to be easily adjustable to every set of processes.



PERFORMANCE STATS

One of the most powerful features of EOS are deep statistic reports that give managers the ability to make right decisions based on data.



LEADS AND CONTRACTS

Leads and contracts are the basic building blocks of EOS and therefore provide as much information as possible, including their history.



OCTOPPA INTEGRATION

Octoppa lets partners bring new customers and EOS manages all these acquisitions. Integration of these two tools is a matter of course.

WE ARE PROUD TO BE A SMALL TEAM CAPABLE OF BIG THINGS.

We started 10 years ago and today have grown to a nifty team of 20+ experienced web developers, designers, business analysts and online marketers.

It's our ingenuity, agility, flexibility, and endless enthusiasm that clients value most when building improved online solutions with us.

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WE'RE HELPING BRANDS ALL OVER THE WORLD

British Tech Track 100 digital agencies, Philippine SEO companies, European telecoms and energy providers, USA retail brands — these are some our valued clients we've already helped to improve their online business.

We're ready and excited to help you too...



YOUR NEXT GREAT
PARTNERSHIP MAY BE
CLOSER THAN YOU
THINK.

*Let's create something remarkable together.
Get in touch with us at info@argo22.com.
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