

## Overview

Direct Agents is a full-service online media agency specializing in affiliate marketing, lead generation, search marketing, media buying and creative services. In addition to managing affiliate programs, Direct Agents also has its own private affiliate network, Direct Agents Performance Network. The Direct Agents Performance Network is recognized in the U.S. and internationally for its high quality offerings, and has over 200 leading advertisers and several thousand top-tier publishers and affiliates within its ranks.

## Approach

In 2004, Direct Agents reached out to the leader in the space, *DirectTrack*—partnering with them for their performance marketing tracking needs. Direct Agents was one of the first agency clients to adopt the *DirectTrack* solution. Direct Agents tested other tracking technology solutions, but ultimately chose *DirectTrack* because of its comprehensive and proven capabilities.

Most recently, Direct Agents has completed a custom integration between *DirectTrack* and their CRM, search marketing and accounting systems—with the goal of building a completely integrated marketing platform. To help accomplish this, Direct Agents made extensive use of *DirectTrack's* API capabilities.

Direct Agents was also one of the first U.S.-based performance marketing agencies to enter the UK and European marketplace, and has since expanded its international footprint with clients and affiliates in over 15 countries, working in six different languages. During this global expansion, Direct Agents worked closely with *DirectTrack* to seamlessly translate affiliate and advertiser content into the required languages and currencies.

## Result

The 6+ years Direct Agents has been a loyal *DirectTrack* client is a strong testament to the flexibility and willingness of *DirectTrack* to cater to their specific needs. As a result, Direct Agents have been able to substantially grow their business, both domestically and abroad.

*DirectTrack* continues to work with Direct Agents on specific platform customizations, including their most recent API integration. *DirectTrack's* international capability has also allowed Direct Agents to successfully penetrate new markets by eliminating cultural barriers through the use of localized translated content and currency tracking—a few of the many versatile capabilities found within the platform. Direct Agents global expansion alone has resulted in the addition of over 75 international advertisers, and more than 1,000 international publishers.

Direct Agents is looking forward to continuing its mutually rewarding partnership with *DirectTrack* well into the future.

