

CAXTON

Caxton lets you send money abroad with no commission or transfer fees. Save on ATM fees and skip the airport cash exchange, with their prepaid currency card when traveling.



Goal

Caxton FX was looking to bolster an underdeveloped affiliate program and needed a solution that would help them to find and recruit quality partners, accurately assess performance, provide actionable insights to improve results, and support the financial regulations and security concerns unique to their industry.

Outcome

With a completely transparent marketplace, Caxton FX was able to intelligently approach and recruit the most suitable partners for their business. Flexible e-contracts simplified onboarding with customized terms and a streamlined legal process. And the team created custom reports to comprehensively analyze campaign performance at granular levels and gain deep insights that drove dramatic results in their partner performance.

>2x

Media
Partnerships

↑43%

YoY Partner
Revenue

>75%

Program's Cost
Savings

" In just 6 months we doubled our affiliate revenue and more than doubled media partnerships, resulting in a 43% increase in year-over-year top line affiliate revenue. By avoiding per transaction fees, we noted a 75-80% cost savings while sales continued to rise."

- Byron Resch, Senior Digital Marketing Executive