



Goal

TransferWise was ready to launch a global affiliate program to capitalize on their already fast-growth and wanted to truly understand the value of their global performance. They were looking for a global solution that would let them dive deep into the data to surface actionable insights.

Outcome

Utilizing real-time data and a comprehensive suite of reports on the Impact Radius platform, TransferWise was able to analyze their affiliate program by geolocation, down to the individual partnerships, and make informed decisions on where to allocate budget most effectively. They recruited new partners using the global marketplace and capitalized on the ability to pay and report in just one currency, while letting each of their partners receive payment in their own regional currency.

50+

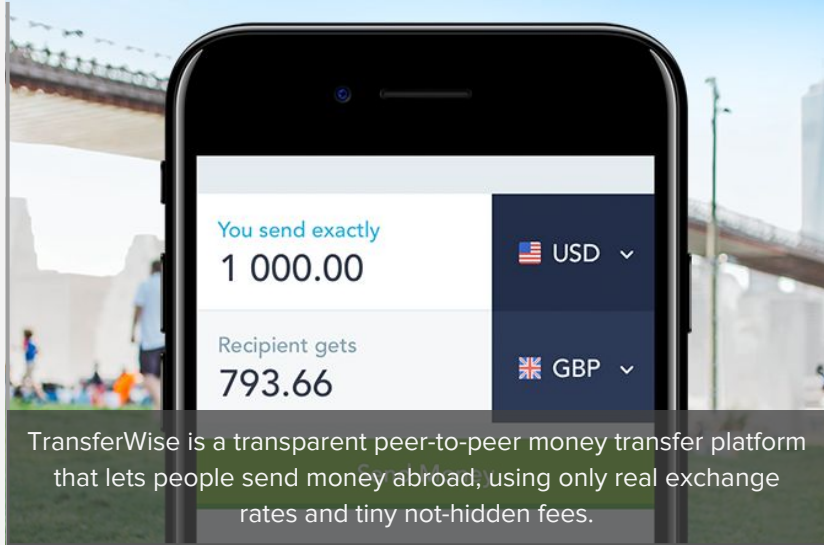
Transferwise
countries

> 100%

Growth in
partnerships

> 15%

MoM growth of
affiliate program



TransferWise is a transparent peer-to-peer money transfer platform that lets people send money abroad, using only real exchange rates and tiny not-hidden fees.

“The Impact Radius platform has aided the growth and development of our global affiliate program. The huge amounts of data help us truly understand the value of our program and make decisions on where to allocate budget most effectively.”

- Inez Miedema, Head of Affiliates and Partnerships

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