

Success Story

Industry

Online entertainment - webcam service

Location

Los Angeles, CA, USA

Key Challenges

- Attract new affiliate partners for referrals to the Flirt4Free cam network
- Address technological roadblocks that prevented some affiliates from making one-click referrals
- Increase the amount of traffic coming to the Flirt4Free website

Solution

Benefits

Today, Flirt4Free is experiencing tremendous growth rates overall and seeing exceptional results from one-click cross-sales.

Since its use of Merchant Connect, Flirt4Free has seen a general lift in conversion ratios for all traffic coming in via CCBill.

Traffic and Revenues. Flirt4Free Keeps Both Trending Up with Merchant Connect.

As the first and longest running adult cam network, Flirt4Free has been offering access via its live network since 1996. The live webcam platform also features a completely gamified user experience to attract members; and proprietary ad serving technology and white label options to help brands extend their value by promoting their own cam site.

With such an established history and membership base, Flirt4Free maintains strong connections to its affiliate partners as well, offering revshare, pay-per-sale, and pay-per-lead options to referring site owners.

Challenge

Operating a successful cam network is one thing; getting new members to that network is another. Flirt4Free historically has had a very active affiliate program that has not only helped it grow, but has also been a key cog in the webcam platform's business strategy.

However, in order to keep traffic to its site and its revenues trending in positive directions, Flirt4Free sought out additional methods for adding new affiliate partners, as further growth in this area could translate into additional sales.

The company was also experiencing some technological challenges that were preventing the setup of one-click referrals for some of its affiliates. While the payment processing was operating as it should, the one-click function was experiencing some difficulty.

Since one-click was already a successful mechanism for gaining sales and increasing throughput, Flirt4Free wanted to see how CCBill could assist with the technical challenges; and was also interested to see what options the payment processor had to help gain more affiliates.

"Due to the Merchant Connect portal's one-click functionalities for cross-sales, we have been able to on-board several new affiliates that demanded a frictionless payment experience. Once integrated, they were pleased with the results".

Jeff Wilson, Director of Business Development, Flirt4Free

Solution

In order to get everything running properly, the CCBill Tech Support team worked with Flirt4Free and its affiliates to overcome the technology challenges some were experiencing with Merchant Connect's one-click cross-sale functionality. After looking into the issues, the tech team updated the API and helped integrate the feature into the systems of Flirt4Free and the affected affiliates.

With those challenges solved, Flirt4Free has been able to fully leverage Merchant Connect for additional traffic and sales. Through its singular location within the CCBill Admin Portal, Merchant Connect enables Flirt4Free to make its program visible to thousands of affiliate merchants. These businesses can then join Flirt4Free's advanced program and send traffic to the cam network, and in exchange receive a payout.

Where Merchant Connect differs from a traditional affiliate program is in its legal cross-sale capabilities via one-click. Since the buyers' information is already in the CCBill system thanks to their memberships with the affiliate merchant, there is no need for them to re-enter payment information when making a purchase on the Flirt4Free site.

Benefits

Since it has been using Merchant Connect, Flirt4Free has experienced its best year overall and its best year for one-click cross-sales. These successes have been further demonstrated by a general lift in conversion ratios for all traffic coming in through CCBill. Additionally, Flirt4Free has been able to attract more affiliates to its program due to its participation in Merchant Connect.

Looking Ahead

A key participant in Merchant Connect, Flirt4Free looks forward to additional affiliate merchants joining its advanced program.

If you would like to see more CCBill Success Stories, [click here](#).

To learn more about CCBill payment processing, [click here](#).

"Merchant Connect and its one-click cross-sales fits nicely with both our strategy to provide quality customer experiences and our efforts to build thoughtful and effective integrations with affiliates to maximize revenues."

Jeff Wilson
Director of Business Development,
Flirt4Free

Merchant Connect

- Legal cross-sales to instantly expand sales opportunities
- CCBill's proven tracking systems for revenue and traffic sharing
- Simplified integration process
- Warm sales opportunities using a proven membership base
- Instant diversification of product offerings
- Live cams, membership, dating, and hard goods sales added with the click of a button



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