

Linkvertise Empowers Creators with Monetised Download Links

- Automated payouts to over 1000 creators
- Eliminated 40 hours a month managing payments
- Safeguarded operations against fraudulent activities

Linkvertise is on a mission to reward and recognise digital creators, game modders, developers, and enthusiasts worldwide by allowing them to shorten, track, and monetise download links to their creations for free.



15M+
Monetised Links Shared

Rewarding Creativity through Ad Revenue

Creators all over the world choose Linkvertise to transform their digital creations into monetisation opportunities. By pairing each short URL with advertisements, creators earn money by sharing their links with their audiences and through Linkvertise's search engine. Users who click on a custom Linkvertise URL are redirected to a display ad before accessing the hosted download link.

Creators can share anything hosted on a download site, like game mods, music beats, website templates, scripts, etc...it doesn't matter. What we do is we put an intermediary site in between. When someone clicks on a URL, they are redirected to a Linkvertise ad page before accessing the download link.

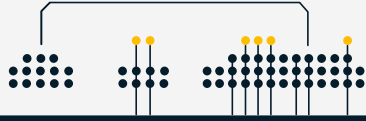
Maximilian Bentien,
Head of Publishers, Linkvertise

More Clicks, More Commissions

Creator commissions are based on the number of clicks on their links, but as Linkvertise attracted more creators to their platform, paying all of them accurately and on time was a growing challenge.

- Streamline Global Payments
- Improve Fraud Detection
- Enable Payouts in Multiple Currencies

Too Much to Handle



With a growing number of daily creator payments to fulfil, the number of transactions had become humanly impossible to process manually. Additionally, the increase in payouts also left more room for fraudulent activities.

The main challenges had to be the sheer amount of daily transactions and fraud detection. We started quite slow and steady, but then it picked up pace. We couldn't even make 50 transactions a day. It was too much. Then it got 200, 300, 500 transactions, and continued to grow. It's just not doable.

Maximilian Bentien, Head of Publishers, Linkvertise

Streamlined Operations

Linkvertise needed to streamline their payout experience while ensuring all funds were safe from nefarious parties. By implementing Tipalti to manage their payout workflow, Linkvertise was able to consolidate creator payments into daily batches, taking only minutes to approve. With Tipalti Detect, Linkvertise was able to issue hundreds of payouts simultaneously without worrying about increased exposure to fraud.

- Consolidated Payments into Daily Batches
- Implemented Fraud Detection with Detailed Monitoring and Tracking
- Automated Payouts in 120 Currencies

A Scalable Solution Supporting Growth

As Linkvertise continues to grow its creator network and expand its operations, Tipalti will scale alongside them, ensuring payout workflows and processes don't bog down the business. Since implementing Tipalti, Linkvertise acquired and merged with a competitor, substantially increasing their creator network and subsequent payouts overnight, with no issues or disruptions to daily activities.

Last year, we bought a competitor and increased our volumes even further. By implementing Tipalti, there was zero difference to our outgoing payments processes.

Maximilian Bentien,
Head of Publishers, Linkvertise

Supporting Digital Creators

Linkvertise provides a simple and effective way for creators to earn money from their content. Having payouts as a substantial part of their offering means Linkvertise is dedicated to providing its creators with fast, efficient, and secure payments so they can focus on what matters to them most—creating engaging downloadable content for their audiences and followers.

Manage Global Payouts to Creators

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