digioorja

Grow Digitally with us

MEDIA KIT 2026

Performance Marketing. Measurable Growth.

Driving Digital Growth Through Data, Innovation & Performance.

ADVERTISERS

Campaign growth & acquisition

AFFILIATE NETWORKS

Publisher and offer partnerships

01 | WHO WE ARE

A performance-focused marketing partner

Digioorja Marketing Agency works at the intersection of digital acquisition, affiliate partnerships and measurable campaign outcomes. We aim to connect brands with relevant audiences through data-driven campaign planning, innovation, partner collaboration and ongoing optimisation.

Our approach

We focus on clear campaign objectives, transparent communication and outcome-oriented collaboration. Each partnership is shaped around the advertiser's goals, approved geographies, conversion events, compliance requirements and available traffic opportunities.

Performance mindset

Campaigns structured around agreed KPIs and measurable outcomes.

Partner-first execution

Collaborative working relationships with advertisers, networks and publishers.

Flexible campaign models

Solutions can be aligned to CPA, CPL, CPS and CPI objectives.

Optimisation-led process

Reviewing campaign performance and refining activity against agreed targets.

PARTNERSHIP PRINCIPLE

We believe sustainable performance comes from aligning the right offer, audience, traffic source, tracking setup and quality standards before scaling.

02 | WHAT WE DO

Campaign solutions

Six focus areas shape how we work with advertisers, brands and affiliate networks.

01

Affiliate Marketing

Performance-based partnerships across advertisers, networks and publishers.

02

Performance Marketing

Campaigns built around agreed KPIs, data and measurable outcomes.

03

CPA, CPL, CPS & CPI Campaigns

Flexible commercial models matched to the advertiser's objective.

04

Paid Advertising

Campaign setup, audience targeting and monitoring where agreed.

05

Global Audience Acquisition

International markets discussed and confirmed campaign by campaign.

06

Brand & Advertiser Partnerships

Transparent, collaborative relationships built around shared growth.

COMMERCIAL MODELS

CPA	CPL	CPS	CPI
Cost per acquisition	Cost per lead	Cost per sale	Cost per install

02 | HOW IT WORKS WITH US

A clear path, every campaign

01 Affiliate Marketing

1

Define the offer

Payout model, conversion event, caps, target audience and approved GEOs.

2

Match the partners

Shortlist networks and publishers that fit the offer and quality expectations.

3

Launch with approvals

Confirm tracking links, creatives and permitted sources before going live.

4

Review and refine

Check conversion quality and validation, then adjust together.

ALIGNMENT BEFORE LAUNCH

Permitted traffic sources, targeting rules, attribution windows, tracking setup, reporting cadence and quality thresholds are documented and approved in writing before any activation.

Right offer. Right partner. Clear terms — before we scale.

02 Performance Marketing

1

Set objectives

Define success metrics, conversion events and acceptable quality thresholds.

2

Build the plan

Choose audiences, sources, creatives and landing pages to match the goal.

3

Launch a controlled test

Start with an agreed scope, caps and budget to learn before scaling.

4

Optimise and scale

Expand only when performance and conversion quality support it.

ALIGNMENT BEFORE LAUNCH

Conversion definitions, attribution windows, validation rules, reporting formats and review dates are agreed up front so that everyone measures success the same way.

Data in. Insight out. Growth that can be measured.

02 | HOW IT WORKS WITH US

Models and paid reach

03 CPA, CPL, CPS & CPI Campaigns

1

Match model to objective

Choose CPA, CPL, CPS or CPI based on what the advertiser wants to achieve.

2

Define the conversion event

Document exactly what counts as a valid action, and what does not.

3

Set payout, caps and windows

Agree rates, volume caps, attribution windows and approved geographies.

4

Validate and report

Review conversions against the rules and share clear, timely reporting.

ALIGNMENT BEFORE LAUNCH

Payout rates, validation criteria, rejection reasons, caps and payment timelines should be confirmed in writing for every campaign before launch.

One clear definition of a conversion keeps every partner aligned.

04 Paid Advertising

1

Brief and approvals

Confirm objectives, budget, permitted placements and creative guidelines.

2

Build and launch

Set up campaigns and tracking, then go live within the agreed scope.

3

Monitor delivery

Review spend, conversions and quality against the agreed KPIs.

4

Optimise together

Refine audiences, creatives and budgets based on what the data shows.

ALIGNMENT BEFORE LAUNCH

Brand bidding rules, restricted placements, creative approvals, landing page requirements and data-handling expectations are documented and approved before activation.

Paid reach, only where it is approved and only where it performs.

03 | REACH & CAMPAIGN ALIGNMENT

Markets and audience planning

Campaigns can be discussed across a range of international markets. Final geographic coverage, volume expectations and launch readiness are confirmed campaign by campaign, based on advertiser requirements and available inventory.

CORE MARKETS TO DISCUSS

US United States	UK United Kingdom	CA Canada	AU Australia
BR Brazil	MX Mexico	FR France	DE Germany

+ Additional markets by campaign

Traffic and tracking alignment

Before launch, we align on permitted traffic sources, targeting rules, conversion definitions, attribution windows, tracking links, reporting cadence and quality thresholds. Any traffic source or placement is used only when it is expressly approved for the campaign.

Quality and compliance

We support clear campaign terms and transparent reporting. Traffic methods, creatives, landing pages, brand bidding rules, incentive policies and data-handling requirements should be documented and approved before activation.

Note: The markets listed are indicative partnership discussion geographies, not a guarantee of live traffic volume or campaign availability.

04 | HOW WE PARTNER

1. **Understand the brief**
   Objectives, offer details, target audience, GEOs, payout model and success metrics.
2. **Confirm requirements**
   Approved sources, compliance rules, tracking, attribution and conversion validation.
3. **Plan and launch**
   Agree test scope, caps, budget, creatives, landing pages and reporting expectations.
4. **Monitor performance**
   Review delivery, conversion quality and agreed KPIs with the partner.
5. **Optimise together**
   Make evidence-led adjustments and discuss scaling when performance and quality allow.

WHAT WE VALUE Clear communication · Accurate tracking · Approved traffic · Reliable validation · Shared growth objectives

05 | LET'S BUILD PERFORMANCE

Let's explore a partnership.

Whether you are an advertiser looking for acquisition partners or an affiliate network seeking reliable campaign collaboration, we welcome a conversation about your goals and requirements.

DIGIOORJA MARKETING AGENCY

Email: info@digiOorja.com **Website:** digioorja.com

02.6 | BRAND & ADVERTISER PARTNERSHIPS

Strong results come from strong working relationships. We approach every brand and advertiser as a long-term partner, with clear communication, honest reporting and shared growth objectives from the first conversation onwards.

Clear communication | Transparent reporting | Shared objectives | Long-term collaboration

1

Discovery conversation

Understand the brand, the offer, the audience and the goals.

2

Agree scope and terms

Confirm geographies, payout model, compliance rules and tracking.

3

Execute and report

Run the campaign and share performance at the agreed cadence.

4

Review and grow

Learn from the results and plan the next phase together.

Partnerships that move business forward — together.

Performance-led thinking. Partnership-driven growth.

This media kit is an introductory agency profile. Campaign-specific capabilities, traffic sources, volumes, geographies, compliance requirements and commercial terms are subject to confirmation in writing before launch.