# GOKART

## Monetization Tech
## Powering your Platform
## & Performance

## Offers. Smarter.

# The First Ever Offer Server, Tracking & Admin Technology

## The industry needed a better way. We built it.
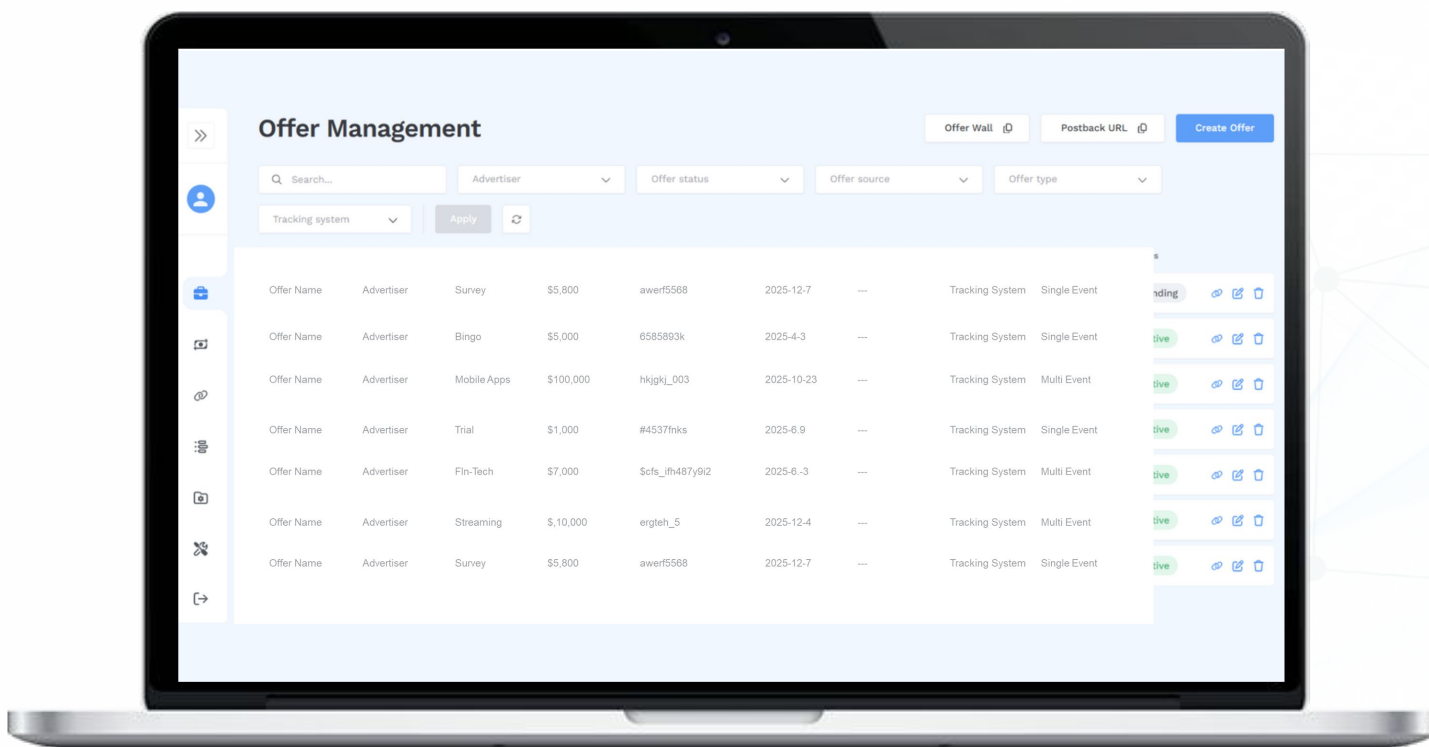
**Before GoKart**

- In-house systems built from scratch
- Months of developer time and ongoing engineering support
- Complex QA across tracking, targeting, and payouts
- Slower time to market
- Less control = more lost revenue

**With GoKart**

- Launch fully operational offer programs in hours, not months
- End-to-end infrastructure: delivery, tracking, admin, and reporting
- Intuitive platform built for performance marketers — not developers
- Make changes instantly: add offers, adjust payouts, update targeting
- Centralized, scalable, flexible, and designed for growth

# GoKart Offer Server **Puts You in Control**

**GOKART**



## Unified Offer Management

Track all offers across all partners with real-time analytics and automated optimizations to maximize earnings.

## Seamless Integration

Whether it is an app, website, or platform, GoKart fits into your stack with zero disruption. Simply plug in your offer sources and start monetizing.

## Run Direct or Third-Party Offers

**No restrictions.**
Whether you want to integrate direct advertisers or connect with third-party networks, GoKart lets you manage them all in one place.

## Full Offer Control

Set custom rules, manage budgets, caps, events, targeting, and decide how offers appear to your users.

**Your Offers, Your Advertisers, Your Rules.**

# GoKart Offer Server Flexible Offer Display Options

## GoKart gives you the flexibility to present offers in a way that fits your platform and user experience.
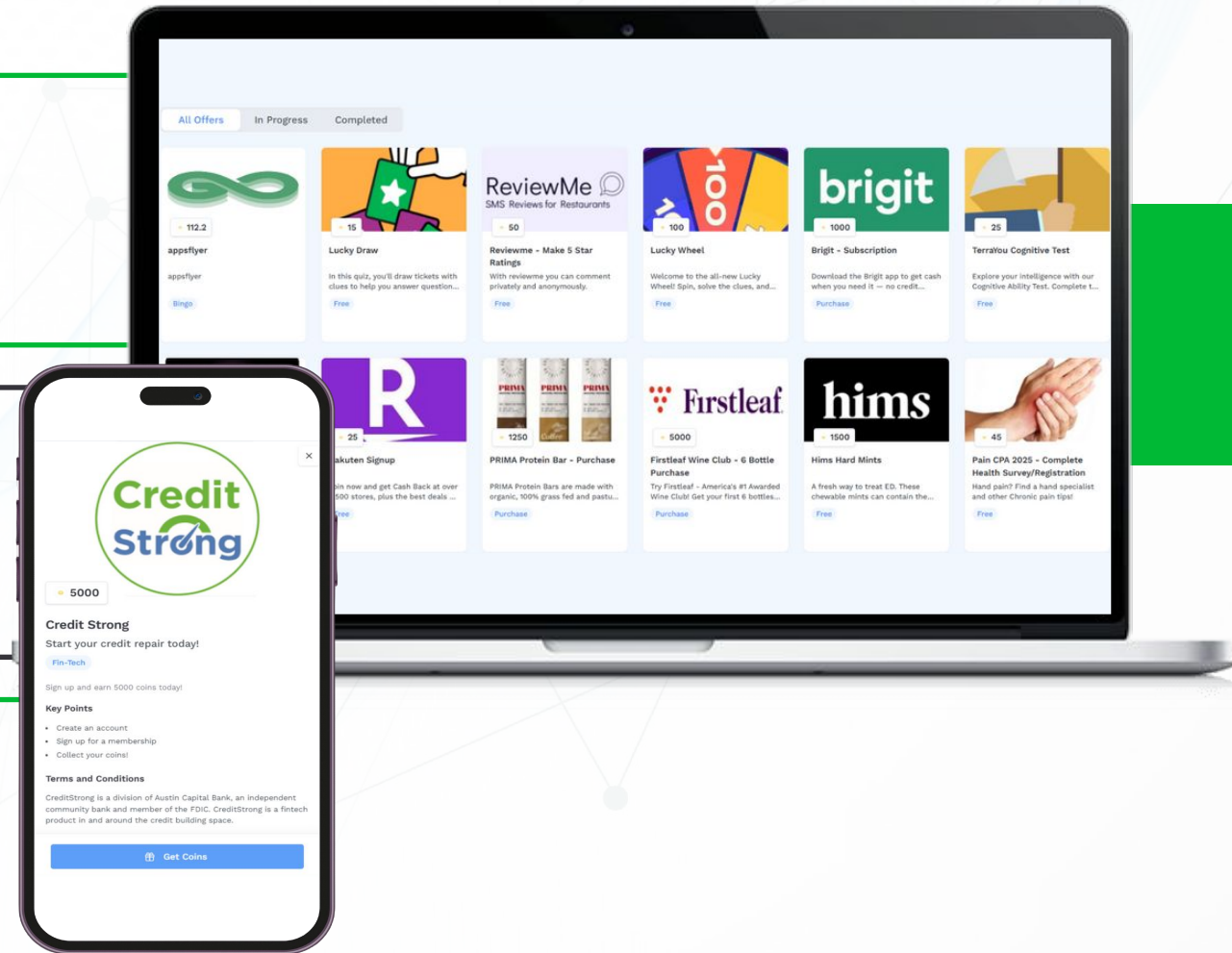
**API Integration:** Opt for the native route and use our API feed to display offers in your app and website exactly how you wish, giving you complete control over the user experience.

**Iframe Integration:** Using the same visually appealing offer display, you can effortlessly integrate directly into your app or website using an iframe for a seamless, native experience.

**Link-Out Offer Display:** Our visually simple offer wall provides an out-of-the-box solution to display offers to your users, complete with all the bells and whistles for maximum engagement.

# GoKart Offer Server Fits Any Monetization Strategy

**CPI**
Cost Per Install

**CPA**
Cost Per Action

**CPE**
Cost Per Engagement

**GOKART**

GoKart supports a wide range of offer types, giving you the flexibility to maximize revenue while delivering engaging experiences to your users.

## Mobile Games

Run CPI and CPE campaigns with full control over offer setup, tracking, and performance optimization.

## Fintech Platforms

Target the right users, manage disclosures, and track conversions with full transparency.

## Rewards & Loyalty Apps

Power dynamic, high-volume offer programs with flexible tracking, budgeting, and reward logic.

## Any Other Performance Offers

GoKart is offer and platform agnostic, enabling you to run custom offers with ease..
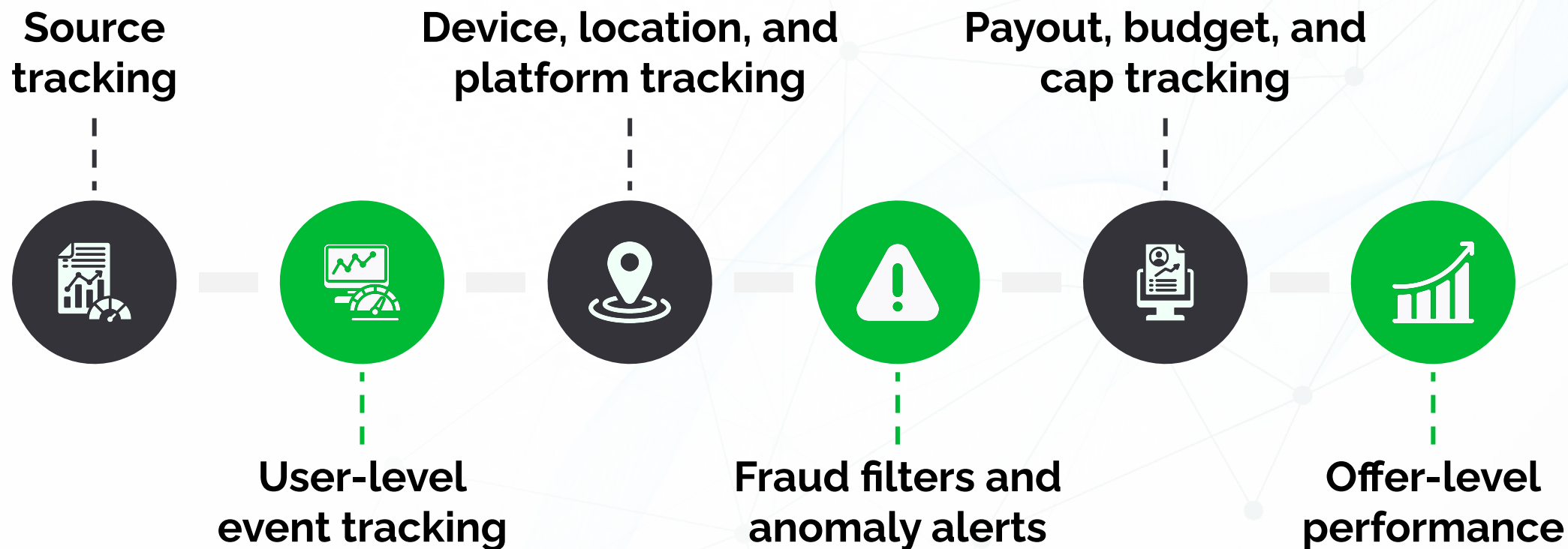
# One platform. Zero blind spots.

**Own your offer program and track every impression, click, conversion, and revenue All in one place.**

**GoKart tracking** gives you a complete, transparent view of your campaign performance with powerful tracking and optimization tools.

# GoKart Tracking

GoKart's event-based architecture lets you track everything that matters, so you can make smarter decisions, faster.

**Source tracking**

**Device, location, and platform tracking**

**Payout, budget, and cap tracking**

**User-level event tracking**

**Fraud filters and anomaly alerts**

**Offer-level performance**

# GoKart **Tracking**

## Unified View
- See all offers and traffic sources in one place
- Segment by partner, flow, or user action

## Live Intelligence
- Real-time performance data
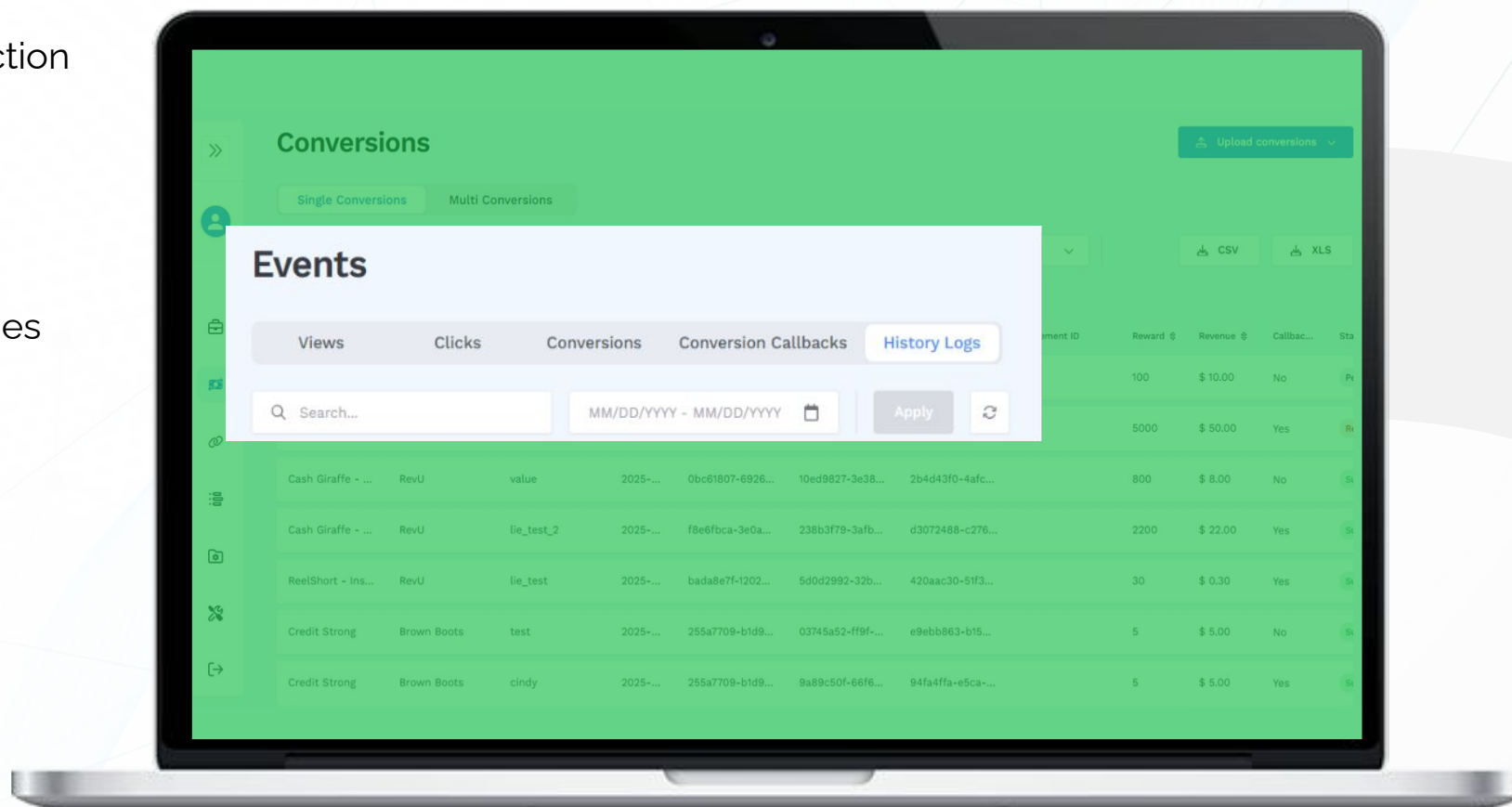- Smart alerts for pacing and anomalies

## Custom Control
- Filters and reporting built around your logic
- Adaptable for any offer structure or campaign model

### No scattered data.
Just actionable insights at your fingertips.



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# GoKart AI

## Launch in Minutes—Not Weeks. Automate the Heavy Lifting with AI.
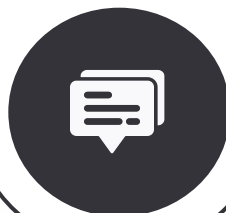
GoKart AI accelerates your workflow by automating offer creation, generating high-performing creatives, and suggesting what to run—so you can move fast and scale smarter.

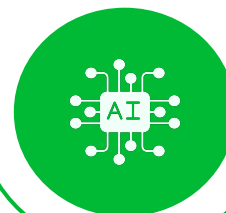**01**

**Faster
Offer Setup**

**02**

**Smart Offer
Suggestions**

**03**

**AI-Generated
Creatives**

**04**

**Better
ROAS**

# GoKart AI

## Optimize Smarter & Scale Faster

**Stop the Guesswork, Save Countless Hours & Dollars**. GoKart AI helps you make smarter decisions faster by analyzing performance data in real time to uncover what's working, what's not, and where to scale next.

### 1

**Identifies Top Performing Offers & Audiences**

Uncovers the campaigns and segments driving the strongest returns—so you can double down.

### 2

**Predictive Pacing & Budget Control**

Prevents under delivery, cap misfires, and overspend by flagging issues early.

### 3

**Performance Forecasting**

Projects future results using historical trends and live data to guide smarter decision-making & improve ROAS.

**GOKART**

# Data That Drives
## Every Side of Performance

## Publishers

See exactly how your offers perform, track user behavior, and optimize for engagement and revenue.

## Advertisers

Get clear attribution and real-time insights into what's driving acquisition, not just clicks.

## Networks

Monitor partner performance, track budgets, and ensure offer flow integrity across every campaign.

# GoKart Reporting Capabilities

### Live Performance Dashboard
Track CPC, CVR, profit, and payout across every offer, partner, and placement in real time.

### Custom Report Builder
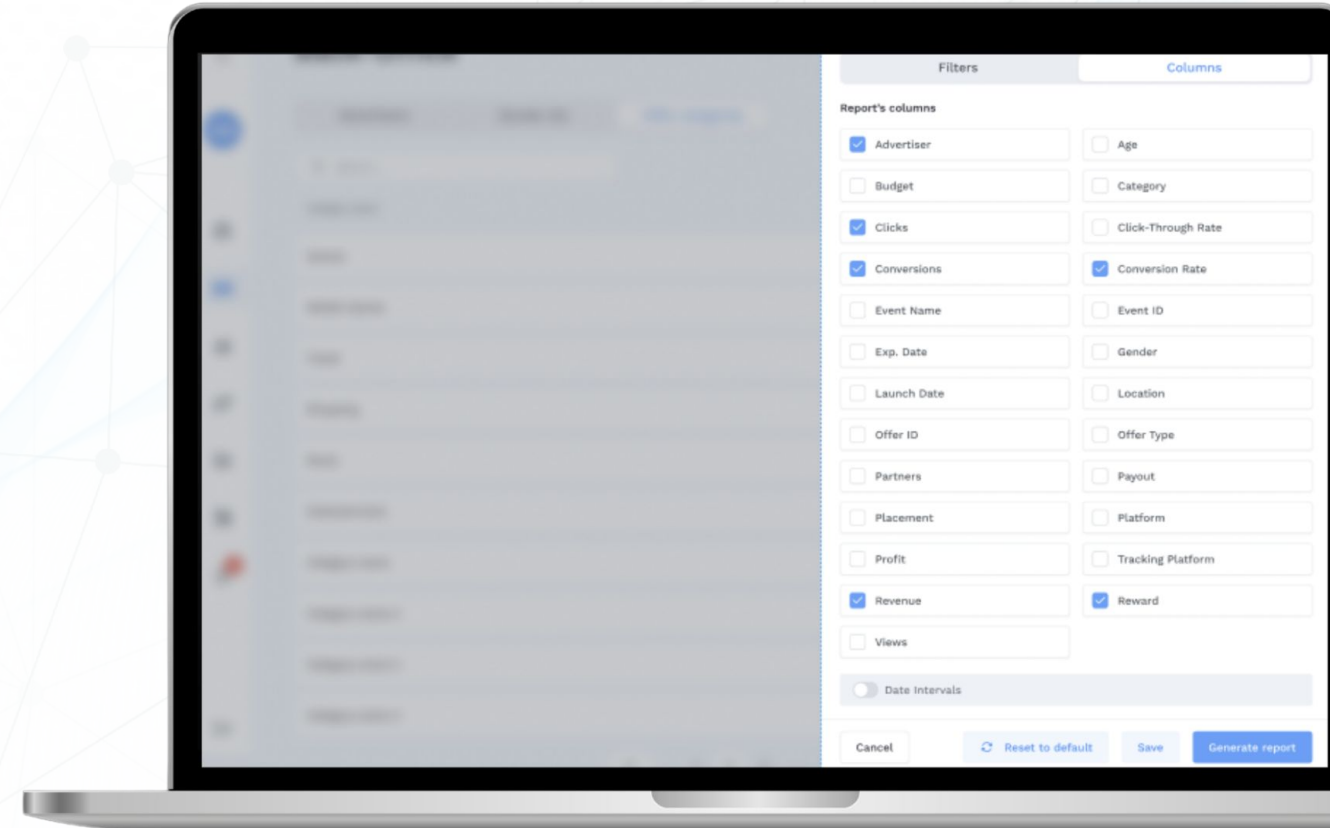Create flexible reports using the filters and metrics that matter most.

### Segmented Views for Smarter Optimization
Break down results by geo, device, traffic type, or brand to find what's working and what's not.

### ROAS Reporting
First-of-its-kind insight into the ROAS of any given campaign, updated in real time to keep you on track.

# GoKart Action Analytics

## GoKart Turns Performance Data Into Next Steps

## Not Static Reports.

**Catch Issues Before They Cost You:** Spot spikes in CPC, dips in CVR, or sudden payout inefficiencies with real-time visibility and built-in alerting.

**Make Confident Optimization Calls:** Use live performance data to adjust budgets, pause offers, shift traffic, or tweak targeting — without guessing.

**React With Context:** See which partners, geos, or placements are impacting your bottom line — and make adjustments on the fly.

**Streamline Strategy, Not Just Reporting:** No more jumping between tools. GoKart surfaces the "what," the "why," and helps you take action faster.
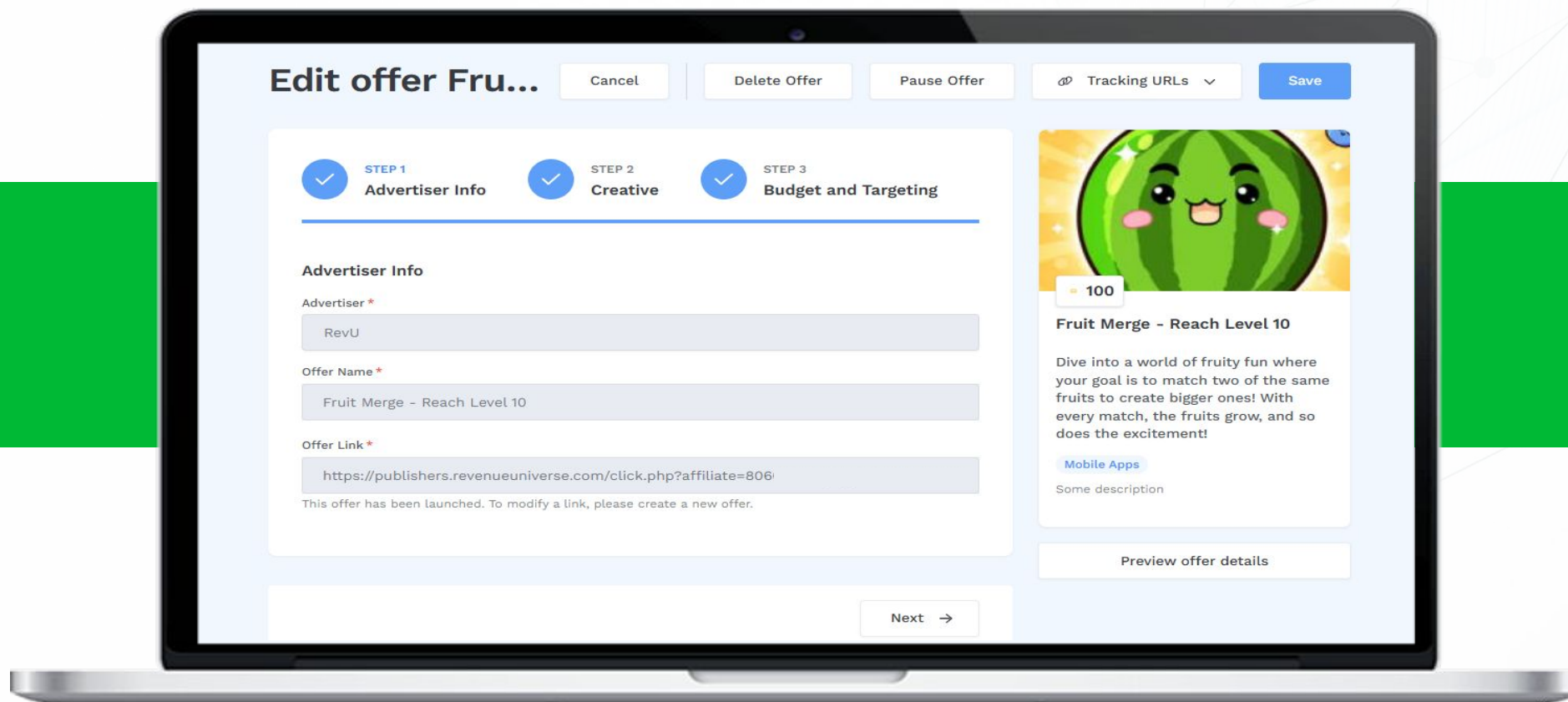
# Efficiency at the Core

**Reduce manual work.**

**Speed up operations.**

**Do more with fewer tabs.**

## Edit offer Fru...

Cancel | Delete Offer | Pause Offer | Tracking URLs ⌄ | Save

**STEP 1** — Advertiser Info
**STEP 2** — Creative
**STEP 3** — Budget and Targeting

### Advertiser Info

Advertiser *
RevU

Offer Name *
Fruit Merge - Reach Level 10

Offer Link *
https://publishers.revenueuniverse.com/click.php?affiliate=806
This offer has been launched. To modify a link, please create a new offer.

Next →

**100**

**Fruit Merge - Reach Level 10**

Dive into a world of fruity fun where your goal is to match two of the same fruits to create bigger ones! With every match, the fruits grow, and so does the excitement!

Mobile Apps

Some description

Preview offer details

**GoKart was built to remove friction.**

# GoKart Automation That Actually Saves Time

**GOKART**

**Let GoKart handle the repetitive tasks so your team can focus on strategy and keep campaigns moving.**

### Hands-Off Optimization
Let the system handle offer prioritization, pacing, and delivery logic based on performance.

### Time-Saving Workflows
Automate routine tasks like offer rotation, creative testing, and daily performance checks.
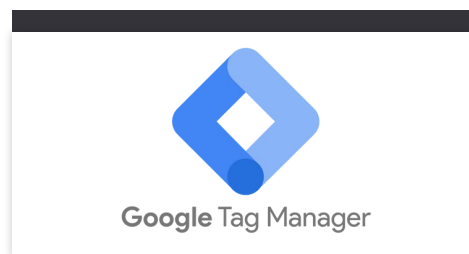
### Effortless Offer Setup
Easily create offers. Reducing back-and-forth & eliminating errors before they happen.

### Streamlined Campaign Management
Launch and update campaigns at scale. No repetitive offer uploads or manual edits.

# GoKart Integrations

**Streamlined Integration:** Follow step-by-step guides to quickly connect third-party tracking platforms. Saving dev hours and accelerating go-live.



## Always Up-to-Date

Our integration library grows with the ecosystem, keeping you compatible with the latest platforms and standards.

**& MORE**

# *NEW* GoKart **Partners**

**GOKART**

## Offer Server Meets Partner Platform
Now manage every partner and every offer — all in one ecosystem.

Why juggle multiple tools and systems when one platform can do it all?

GoKart combines performance tracking, offer serving, and partner collaboration in one connected experience.

# *NEW* GoKart **Partners**

**GOKART**

## Manage partnerships at scale — directly within GoKart.

**Faster Onboarding -** Invite and activate new partners in minutes, with customized access to offers, tracking links, and terms.

**Transparent Reporting -** Partners can log in to see clicks, conversions, payouts, and profit in real time. No more waiting on spreadsheets or updates.

**Controlled Access -** Decide exactly which partners see which offers, with targeting by geo, category, or custom rules.

**Built-In Tracking -** Give partners accurate attribution without requiring them to manage a separate tracking system or platform.

**Self-Serve Tools -** Offer a partner portal for branded logins

**POWERFUL PARTNER MANAGEMENT BUILT IN**

# GoKart Support

## GoKart isn't just software.
## It's a team invested in your success.

**Responsive, Real-Time Support:** Get direct access to a knowledgeable team committed to keeping you moving.

**Enablement Resources:** Clear documentation, product walkthroughs, and how-to guides help your team stay in control and scale with confidence.

**Personalized Onboarding:** We tailor setup to your specific use case, whether you're transitioning from legacy systems or starting fresh.

**Strategic Alignment:** Get expert guidance on offer structure, partner management, and growth strategy.

# **Always** Evolving to Drive More Revenue

**Our commitment to innovation means your monetization strategy keeps getting stronger.**

### Adaptive to Industry Changes

We regularly enhance GoKart to keep pace with new opportunities, challenges, and industry demands.

### Growing with Your Needs

As publishers, advertisers, and networks discover new ways to monetize, GoKart scales with them. Adding features and flexibility based on real feedback.

### Driving Revenue with Innovation

Our roadmap is shaped by partners who push boundaries. Every new feature is built to help you maximize revenue with less effort.

# GOKART

## Let's Build Smarter Offer Programs. Together

Whether you're launching your first program or leveling up an existing one, GoKart gives you the infrastructure, insights, and support to scale with confidence.

## Get in Touch

hello@gokart.ai