



Automating affiliate marketing at scale

Industry
**Financial &
Business Services**

Overview

A leading affiliate marketing platform designed for publishers, providing technology that automates affiliate commerce content, manages relationships with over 55,000 merchants globally, requiring robust, scalable solutions to handle massive data volumes and complex automation needs.

The Challenge

The affiliate marketing company faced multiple operational bottlenecks that threatened scalability and efficiency:

- **Manual merchant testing** consuming significant resources across 55,000+ merchants
- **Daily merchant data synchronisation** from constantly updating merchant networks
- **Product catalog ingestion** requiring movement of massive datasets to build the world's largest product catalog
- **Manual merchant onboarding** creating delays in establishing new revenue-generating relationships

Without automation, these processes would require substantial manual labor, creating cost inefficiencies and limiting their ability to scale their platform.

The Solution

Zenitech deployed a dedicated team of seven consultants (including Scrum Masters, software engineers, QA engineers, and Operations Analysts) to design and implement four interconnected automation projects:



1. Merchant Test Project

Automate the validation testing of 55,000+ merchant domains

- Designed and implemented complex testing logic to determine deeplink capabilities for each merchant
- Built systems to bypass website anti-scraping mechanisms
- Developed performance optimisations to test all merchants within specified time limits
- Implemented observability with Slack failure notifications

Impact: Eliminated manual testing labor, ensuring merchants are validated before they can generate revenue, a critical gateway in their revenue pipeline.

2. Merchant Sync Project

Automate the daily ingestion and synchronisation of merchant information across 55,000+ merchants

- Created network-specific scrapers and API ingestion pipelines
- Built robust systems to handle website changes and anti-scraping mechanisms
- Implemented ongoing integration of new merchant networks
- Deployed performance testing and monitoring via Rundeck

Impact: Enabled automated daily updates of the entire merchant database, saving significant manual labor while ensuring the entire product suite has access to current merchant information.

3. Product Catalog Importer

Build and maintain the world's largest product catalog through automated data ingestion

- Connected to multiple affiliate network systems to pull merchant product data
- Developed automated, repeatable processes for data movement from networks to Google Cloud Platform
- Sorted catalogs by timestamp and implemented smart downloading to avoid redundant transfers
- Pre-processed and imported data into BigQuery for downstream processing
- Created mirror FTP systems to circumvent rate limiting

Impact: Successfully processes massive data volumes daily, creating a product catalog so comprehensive that advertisers are “literally afraid to consume this much data.” Runs multiple times daily across several networks in a fully automated fashion.



4. Auto Sign-up

Automate merchant onboarding and relationship establishment

- Bypassed bot detection systems (including reCAPTCHA)
- Automated login, merchant search, and subscription processes
- Built logic to accept beneficial offers from existing merchants
- Implemented comprehensive logging and monitoring for each run

Impact: Automated the first critical step in establishing merchant relationships, saving substantial time and effort while accelerating the path to revenue generation with new merchants.

Results & Business Impact

- **Cost Savings:** Eliminated need for large teams to manually test, sync, and onboard merchants
- **Scalability:** Enabled them to manage 55,000+ merchants with automated daily updates
- **Revenue Acceleration:** Streamlined merchant validation and onboarding, reducing time-to-revenue
- **Operational Efficiency:** All four solutions run autonomously on daily schedules with comprehensive monitoring



Technology

- **Languages & Frameworks:** Python, SQLAlchemy
- **Data & Storage:** MySQL, BigQuery, Google Cloud Platform
- **Infrastructure:** Kubernetes, Docker, VM
- **Orchestration & CI/CD:** Airflow, Rundeck, Jenkins, Git
- **Methodology:** Scrum/Agile

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