



Inside a 7-figure CPA offer



Orbio **History**

- **2019** Ekamlita was established
- **2019** First category: electronics
- **2020** Household & Wellness launch
- **2021** Opening Amazon
- **2023** First TV campaigns
- **2024** Acquisition of Happyo app
- **2026** Hit 300 employees



Orbio Mission

We Build Desirable Products
Millions Can Afford



Orbio Vision **2028**



➤ Largest (ten figures)
D2C brandhouse
in the CEE region



Fancy some
interesting
facts ?



Fun facts about **Orbio world**:



- A.** Since 2023, Orbio has been opening a new office or expanding an existing one every year 
- B.** Orbio was established by two affiliates
- C.** Our oldest offer is 7 years old, and affiliates are still running it!



Developing Products

S





OUR core value

developing **evergreen** products
that would last years, not months



1 

Analysis of products in
Amazon, sales, reviews



2

Semrush
keyword analysis,
conversions,
traffic



3

AD's spy, native ads - does
do product perform well
across different traffic
sources, funnels



4

List of 20 products:

1. Angles - do we have enough angles?
2. Ecosystem - will we have wide spectrum of upsells to compliment the product?
3. Compliance
4. Logistics
5. Will the product solve the consumer's issue?

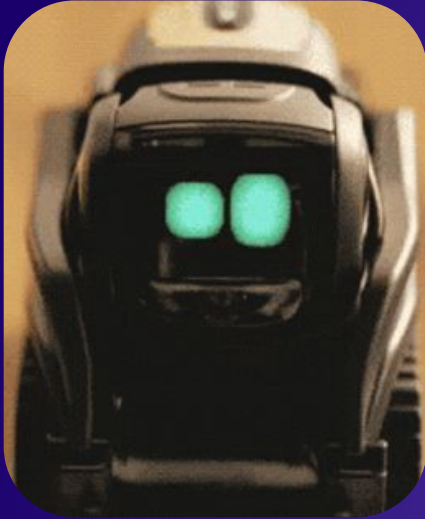


5

TOP3 products:

Samples from
competitors, legal and
compliance risks and
gut feeling





WHAT MAKES AN OFFER SUCCESSFUL?



- solves an issue
- good customer service
- has a wild factor
- catches your attention
- good pricing
- highly converting product pages
- payments



Which fact about products in Orbio **is true** ?



- A.** The fastest product launch from start to finish took us 30 days
- B.** We have fulfilment centers in basically every continent around the world
- C.** In 2025 household goods did 50% of our annual revenue





CASE STUDY: Derila & Matsato



Existing **Brands**



Develop existing physical brands to reach annual growth and reasonable scale:

- New version every **18 months**
- Brands with **multi HERO** products
- **TOP** in ecommerce



Matsato - Japanese steel knife

Matsato
2023



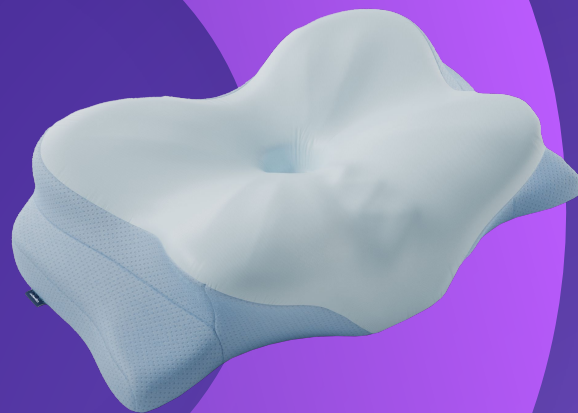
Matsato Osuren
2026

[CHECK OUT THE VIDEO HERE](#)



Derila - developing the brand

Derila OG
2022



Derila Ergo
2025



Derila - unlocking next Business Chapter



1 Further Product Ecosystem expansion

- Functional pillowcase, heating cover, neck stretcher



2 Further Product Value Proposition increase

- Recruiting **medical partners** and **scientific consultants** for **further product dev.** - next big thing needed



3 Derila's Long-Term Vision for further 2x growth set up

- Exploring opportunities to expand **the core offering** **beyond pillows** in bedding category





**Working hand
in hand**



Partnership: **Orbio and affiliates fusion**



Affiliate managers 50%

Each assigned to be responsible for a affiliate

They also carry responsibilities for different brands



Affiliates 50%

Biggest ones are media buyers in Google, Meta and Native

Take information - give information



CPA[®] structure:

1. Base to start
2. Refunds & Chargebacks data
3. AOV
4. Higher payouts to scale
5. Upsell take rates
6. Countries



Keeping affiliates happy :

1. Data - countries, angles, traffic sources;
2. Guidelines to creatives;
3. Bigger CPA's;
4. Exclusive offer deals;
5. Fun in conferences :))





Sharing is caring :

1. New products that affiliates want;
2. Knowledge sharing between affiliates and our media buyers;
3. New payment methods;
4. New geos opened;
5. Better product pages.



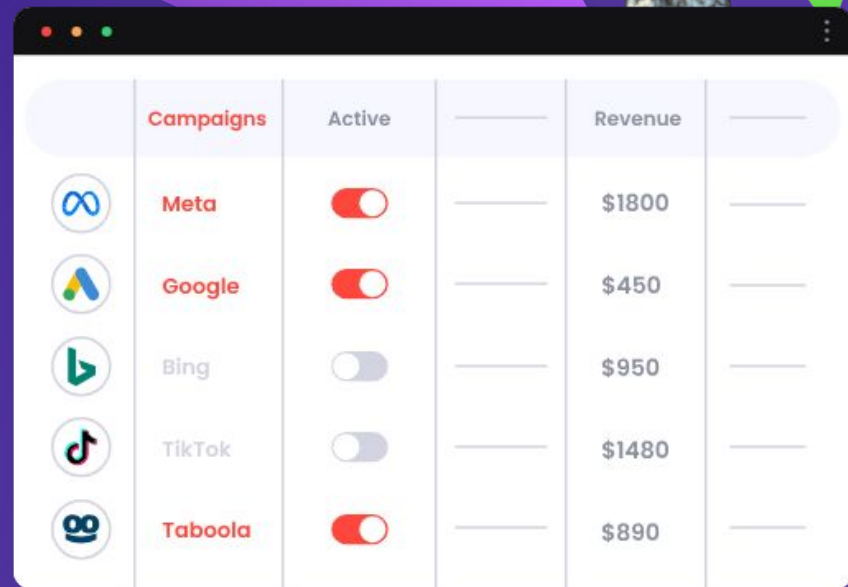
Mistakes DTC brands make :

1. Product quality - more refunds, chargebacks —→ lower CPA's, higher risks;
2. Launching too many —→ harder to manage funnels, designs, improve UX;
3. Not working closely with affiliates;
4. Little to no testing.



One Offer, a Thousand Placements

1. Same offer, different platforms, different numbers - one interface to rule them all
2. Whose report do you actually trust?
3. The real ROAS lives outside a single platform

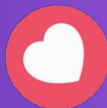
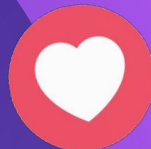


	Campaigns	Active		Revenue	
	Meta	☒	—	\$1800	—
	Google	☒	—	\$450	—
	Bing	☐	—	\$950	—
	TikTok	☐	—	\$1480	—
	Taboola	☒	—	\$890	—

Closing the Loop with Meta (and Everyone Else)

1. Track once, sync everywhere
2. Server-side = no lost conversions
3. Feed the algorithm real data, not guesses

∞ Meta



Q&A





Thank You!

