

Trackier Expands Beyond Affiliate Tracking With Integrated Partner Payout and KYC Workflows



Noida, Uttar Pradesh Oct 8, 2026 ([Issuewire.com](https://www.issuewire.com)) - The new Nookpay integration brings partner KYC, payout approvals and payment reconciliation into Trackier workflows, with both custodian and self-pay models for single and multi-brand businesses.

Trackier has expanded its partner management capabilities with a new integration with Nookpay, enabling brands to manage partner payout alongside campaign tracking and partner operations within the Trackier ecosystem.

The integration is designed around two payout models: custodian and self-pay. The custodian model provides an assisted financial workflow in which KYC verification, debit note approvals and payment processing are managed through structured operational controls. The self-pay model gives brands with their own payment capabilities greater autonomy to manage partner payments independently.

Within the custodian workflow, teams can manage partner KYC, invoices, debit notes, payout eligibility and payment reconciliation through a connected operational process. For brands and affiliate programs working with a large number of publishers, creators or other partners, this extends Trackier beyond campaign attribution and partner performance management into the financial operations that follow a conversion.

The integration also introduces a consolidated dashboard via Nookpay for monitoring custodian balances, active debit notes, invoices, KYC status and payout reconciliation. This gives operational

teams a single view of the financial activity associated with their partner programs.

Once a partner completes the required verification, subsequent payment cycles can be managed through the platform without requiring the same onboarding process to be repeated for every single following payout.

The Nookpay integration uses a connected login experience that allows eligible brands and publishers to access the financial workflow without a separate registration process. Personally identifiable information does not need to be stored directly within Trackier as part of this connection, which simplifies the user journey while maintaining separation between the tracking and the financial data.

“Partner programs do not end when a conversion is attributed. Businesses still have to make sure payments reach the right partners through the right processes, within specific timelines. By integrating KYC and payout workflows with Trackier, we are bringing another important part of partner operations closer to the performance data teams already use to run their programs,” said Udit Verma, CMO and co-founder of Trackier.

In addition, businesses preferring to retain direct control over their payment infrastructure can use the self-pay model. Brands can use Trackier to manage the underlying partner, invoice and payment records while executing payments through their own financial processes.

This integration reflects Trackier's broader move toward connecting the complete partner lifecycle — from onboarding and campaign attribution to invoicing, compliance and eventual partner settlement — within a unified partner management environment.

About Trackier

[Trackier](#) is a partner management platform that helps brands, agencies and ad networks measure, manage and optimize partner-led growth. The platform brings attribution, real-time reporting, partner management, fraud prevention, automation and integrations into a unified ecosystem, enabling marketers to make more informed performance decisions. Trackier supports businesses across sectors including e-commerce, fintech, travel, SaaS, banking and more, with 400+ integrations designed to connect marketing ecosystems at scale. Trackier operates globally, with entities established across key international markets.

Media Contact

Trackier

*****@trackier.com

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