

# What Is An Affiliate Program?

- An online Affiliate Program is a revenue-sharing marketing strategy in which Affiliates will drive traffic to a merchant's website in return for a portion/percentage of the revenues the merchant receives from that traffic.
- Where a third party (or Affiliate) generates sales or leads for the seller (or Merchant) and receives a commission for each successful sale or lead. It is probably the most widespread form of Pay On performance (POP) marketing

## **Benefits Of Having An Affiliate Program?**

- A cost effective medium to deliver brand awareness
- Creates brand loyalty by a personal approach through an individual web site
- Enables merchants to produce e-commerce revenue without the hassle

- Affiliate Marketing is an online marketing advertising channel that puts merchants in charge of an online marketing sales force.
- Merchants look to earn revenue from sale of their goods or services, pay affiliates (publishers) who want to earn revenue from placement of product banners or text links on their site.
- Merchants only pay affiliate partners for results, such as a lead or a purchase “pay-for-performance”.

## Terms Used

- The Affiliate (Publisher)
- The Merchant (Advertiser)
- The Affiliate Network

# Merchants (Sellers or Service Providers)

- Merchants include both smaller businesses and large multinational companies
- Affiliate marketing works very well for certain types of Merchants
  - New businesses (with no SEO traffic)
  - Companies with low budgets or where the cost per acquisition is expensive by using other methods (such as pay per click)
  - Big brand names that want maximum sales
- Most Merchants tend to use affiliate marketing to sell products to consumers (so they pay commission on a sale)
- Also used for lead generation (for the sale of services) and business to business (B2B)

# Affiliates (Advertisers)

- Affiliates, anybody with a website or blog who wishes to generate additional income

<b>e-commerce sites</b>	<b>Others</b>
<b>shopping sites</b>	<b>loyalty sites</b>
<b>ecommerce aggregators</b>	<b>cash-back sites</b>
<b>point earning sites</b>	<b>blogs</b>

- Affiliates may already have established traffic, extensive database lists for email marketing, or may use SEO and PPC to get visitors to their site (and then to the merchants' sites)

# Key elements

- Having a programme and commission structure in place to attract affiliates
- Getting enough affiliates to join your programme
- Ability to track which affiliate generated a successful sale or lead
- Easy to manage the programme and pay the affiliates
- Ability to reject sales or leads if they are fraudulent or payment is not received
- Choice of DIY or using an affiliate network

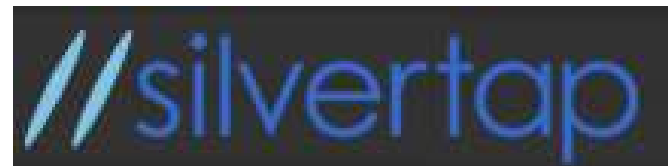
# Using an affiliate network

- The affiliate network acts as a middleman between the merchant and pre-existing affiliates
- Create your own programme on the network
- Use network's tracking software
- Let the network promote and recruit your affiliates
- Let the network manage all the payments
- Use networks tools to manage the programme
  - do this yourself
  - use networks in-house services (managed service)
  - recruit an agency

# Affiliate networks – tracking sales/leads

- Sales or leads are tracked through a combination of tracking code on the Merchant's website and Cookies added to the visitors computer
- The Merchant pays a price per lead or commission for each sale (via the network)
- The network makes all the payments to the affiliates

# Popular Affiliate networks





# The differences between networks

- Set-up costs
- Monthly costs
- % over-rider (commission paid to network)
- Number of UK affiliates
- Experience of Merchants similar to you
- Ease of use of interface
- Minimum contract period
- Other conditions and costs

# Types of Affiliates

- **Shopping sites** – virtual marketplaces where consumer shops for various brands and products on site. These sites are not driven by particular coupon or deal offer
- **Coupon/Deal** – most popular affiliate model. These sites are shopping sites that require merchant to provide consumer with either a coupon, percent off savings, or free shipping offer
- **Comparison Shopping** – sites sell items using a comparison model. These sites usually require a data feed of merchants' products.

# Types of Affiliates Sites

(contd...)

- **Loyalty/Rewards** – sites where a percent of the merchant's commission is used to pay reward to consumer. Allows consumer to select their reward option. Rewards can include cash, airline miles, credit card points, or donation to charity or organization
- **Content** – sites are usually not shopping sites. Consumers go to sites because the content is of particular interest. Sites to particular product contained in site
- **Blogs/Forums** – sites post or feature article that focus on a particular product or merchant and include an product affiliate link to the product.

# Affiliate Commission Model

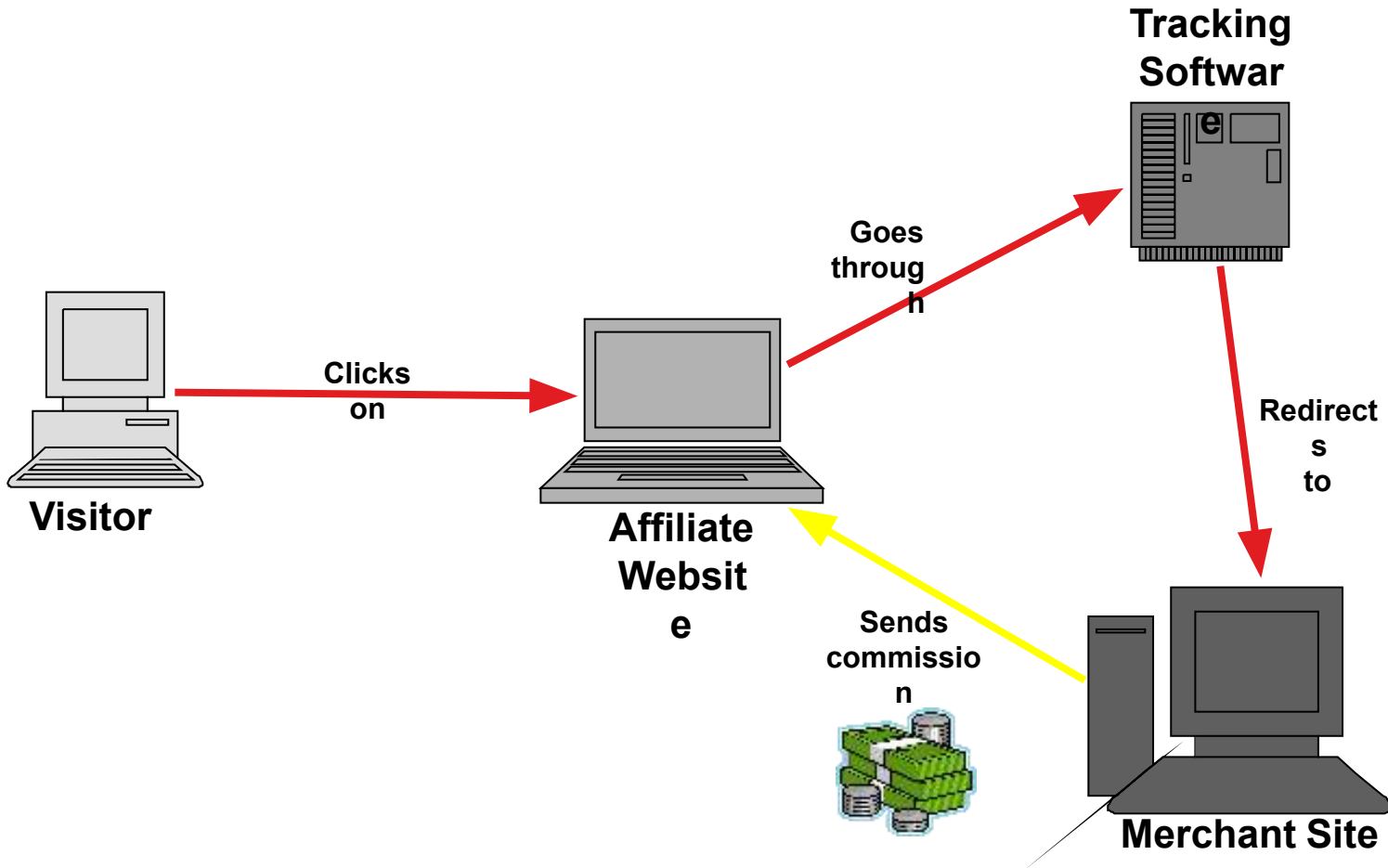
- **Pay per Sale (PPS) / Pay per Performance (Revenue Share)** – merchant pays affiliate commission based on a percentage of the total order value
- **Pay-per-Lead / Cost-per-Acquisition** – merchant pays affiliate commission for every lead or order referred from their site
- **Cost per Mille (CPM) / Cost per Impression** – merchant pays affiliate commission for every 1,000 impressions of their banner on affiliates' site
- **Cost per Click (CPC)** – merchant pays affiliate commission every time a visitor clicks on their banner on the affiliates' site

CPC and CPM are used by very few traditional affiliate marketing programs, but used heavily in display advertising and paid search.

# How Does It Work?

1. Affiliate obtains Merchant creative from Affiliate Network and loads to their site
2. Consumer visits Affiliate site and clicks Merchant banner
3. Cookie is set on Consumer's browser which identifies Merchant, Affiliate and link
4. Consumer is directed to Merchant site
5. Affiliate ID is captured by Merchant in referring URL
6. Consumer makes purchase from Merchant
7. Cookie information sent to Affiliate Network
8. Merchant transmits sales file to Affiliate Network which includes Affiliate ID
9. Affiliate Network tracks sales transactions with Affiliate ID and pays Affiliate

# How Does It Work?



# Locating Affiliate Programs for a Target Website

1. Affiliate program directories
2. Large affiliate networks that have platform for hundreds of advertisers
3. Target website itself

# **Examples of Affiliate Marketing**



ever, what needs to happen to get women in the constitution, and how the rights we have can be taken away by a hostile Congress.

This interview is segment 1 of a one hour program that discusses in its entirety in a poster Celinda Lake on what women are thinking about the 2012 election.  
<http://www.prx.org/pieces/82517-what-do-women-want-in-2012-an-interview-with-poll>

Each segment can be broadcast as a stand-alone program, or combined for one hour (56:49). Timing and cues for this segment and combined one hour show below.

Share Privacy



Follow Martha Burk on Twitter: [www.twitter.com/MarthaBurk](http://www.twitter.com/MarthaBurk)

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*This Blogger's Books and Other Items from...*



Your Voice Your Vote  
The Savvy Woman's  
Guide to Power, Politics  
and the Change We  
Need  
by Martha Burk



Cult of Power: The  
Inside Story of the Fight  
to Open Augusta  
National Golf Club and  
How it Exposed the  
Ingrained Corporate  
Sexism that Keeps  
Women Down

amazon.com.



## Bikini Car Wash Makes Big Splash



## Keira Knightley Posed Topless To Protest Photoshop



## Obama Pledges Immigration Executive Order By End Of Year



## Something Crazy-Awkward Happened To Tim Tebow At The CMA Awards

Examples  
mar

liate

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Fashionable Finds... the perfect gifts are at Bare Necessities!

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[qoo.com](#)  
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**Toys & Hobbies**

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[FAO Schwarz](#)  
[GameStop](#)  
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**Home & Kitchen**

[HSN.com](#)  
[Lands' End](#)  
[Target.com](#)  
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**Travel**

[Hotel Indigo](#)  
[The North Face](#)  
[Travelocity.com](#)  
[More...](#)

**Bed & Bath**

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[Pottery Barn Teen](#)  
[west elm](#)  
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**Jewelry & Watches**

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[Jewelry Television.com](#)  
[Kmart.com](#)  
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**Wedding & Gift Registry**

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[Amazing Clubs](#)  
[Amazon.com](#)  
[see details...](#)  
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**Books, Music and DVDs**

[Barnes & Noble.com](#)  
[Textbooks.com](#)  
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**Magazines**

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[Magazines.com](#)  
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**AdSense**

**affiliate links**

- [TechSmith - Free Trials](#) Home Of Snagit, Camtasia Studio & Moree, Screenshot.com & Jing! [TechSmith.com](#)
- [Cypress Online Flower Shop](#) Buy Online or visit our Store. Send Flowers to Friends and Family. [www.comeagardens.com](#)
- [WP Robot Coupon - \\$15 OFF](#) WP Robot elite version coupon code \$15 OFF - limited time offer [wordpresscouponcode.com/WPRobot](#)
- [HolidayLettings.co.uk](#) Reach millions, take more bookings on the UK's No. holiday home site! [holidaylettings.co.uk](#)



# Quidco - Cash back



Quidco explained | Log in | Register

Quidco  
The secret to smart shopping

Look for a retailer's product, e.g. Tesco, Primark, Amazon

Search

## Be Quidco Smart. Get paid to shop

Here's how our 1.4 million members can save hundreds of pounds every year

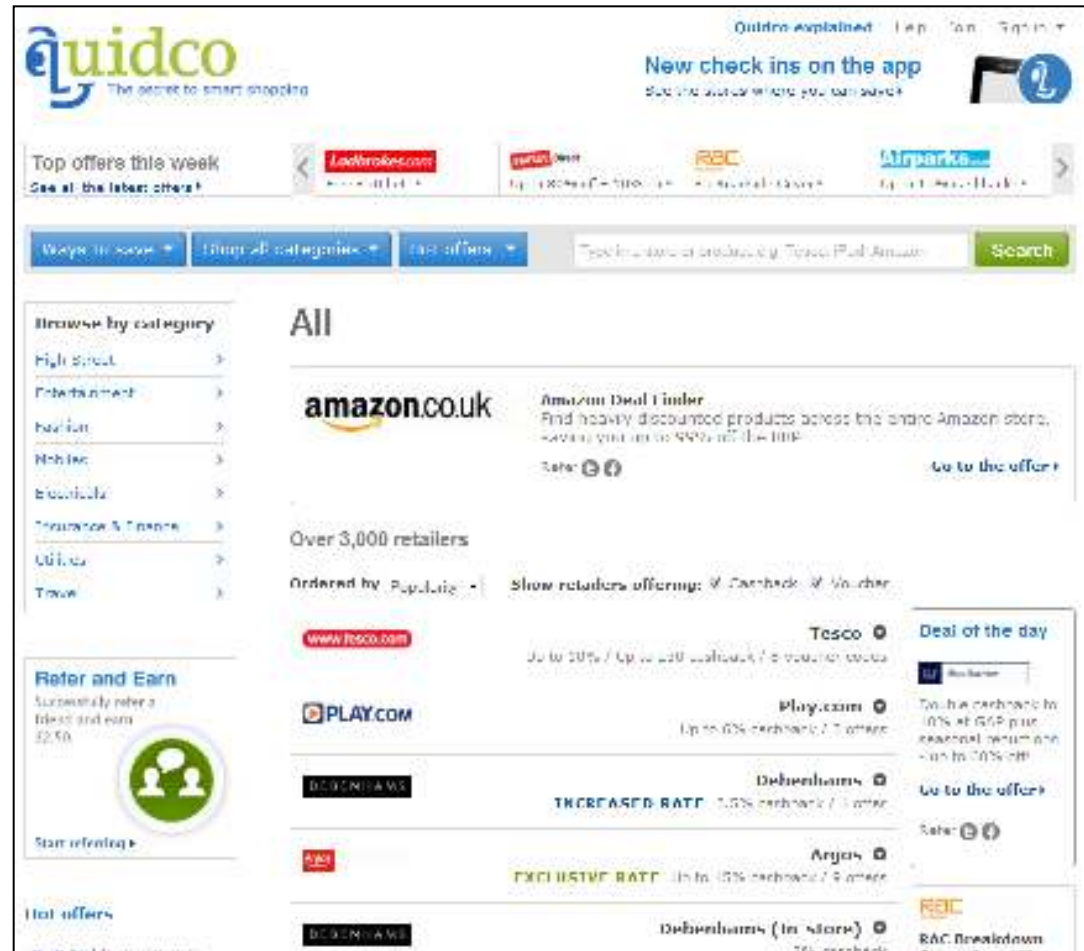
- 1**  **Browse**  
Join Quidco for free and browse our thousands of retailers and offers
- 2**  **Shop**  
Click through from Quidco to the retailer and buy online as normal
- 3**  **Earn cashback**  
We get a commission and pay 100% of this money into your bank account

Plus, save instantly with voucher codes and restaurant vouchers

[Join Quidco now](#)

Shop and save from a wide range of over 3,000 retailers including...





Quidco explained | Log in | Register

Quidco  
The secret to smart shopping

New check ins on the app  
See the stores where you can check in

Top offers this week  
See all the latest offers


Ways to save | Shop all categories | Top offers

Search for a retailer's product, e.g. Tesco, Primark, Amazon

Search

## All

**amazon.co.uk** **Amazon Deal Finder**  
Find heavily discounted products across the entire Amazon store, saving you up to 99% off the RRP

Safe  [Go to the offer](#)

Over 3,000 retailers

Ordered by: Popularity

Show retailers offering:  Cashback  Voucher

**www.tesco.com** **Tesco** **Deal of the day**  
Up to 10% / Up to 20% cashback / 2 voucher codes

**PLAY.COM** **Play.com**  
Up to 65% cashback / 1 voucher


**DEBENHAMS** **Debenhams** **INCREASED RATE** 1.55% cashback / 1 voucher

**Argos** **Argos** **EXCLUSIVE RATE** Up to 15% cashback / 2 voucher

**DEBENHAMS** **Debenhams (In Store)** 2% cashback

**RAC Breakdown**

**Refer and Earn**  
Successfully refer a friend and earn £2.50



Start referring

Hot offers

# Greasy palm - Cashback



Register today for **FREE**

As seen on TV

We Have **SAVED** Our Members **£27,339,599** And Counting!

Join **NOW** For **FREE!**

Name:

Email:

**Discover How!**

Start Saving Money Right Now!

- Money paid back to you, up to 70% on all purchases.
- Discounts exclusive to us from your favourite stores.
- GreasyPalm is the site that pays you to shop.

What else does GreasyPalm do?

We also bring you savings, Moneyback on purchases, exclusive vouchers and more... Our members save £100s on everyday purchases! [Show Me How It Works](#)

Would you pay £100 for something when you could get it for £90? No you wouldn't would you? So **Join** today.

Already a member? [Login Here](#)



**SPEND £5 GET £20!**

... the Site that PAYS YOU to Shop!

Total Paid To Members: £27,339,599.00

Search For:

**TalkTalk** Free phone & broadband for 3 months and £30 cashback! [CLICK HERE](#)

**Ernie's Home Page**

Welcome Ann! Your total cashback earned: **£0.00**

Next Payment Due: **1st Sep 11** [Pay Link!](#)

**24hr Record Breaking Exclusive Deal £30 Cashback From Horefish Home Insurance!**

24hr record breaking deal giving you a massive £30 cashback! HOREFISH Home Insurance offers HIRE contents cover, but not in stock. Prices only on O.T. model!

How to GreasyPalm? [How to Use](#) Visit us to see full potential!

**Ernie's Links**

**NEW £50 Cashback!**

[Miles](#) [Hotels](#) [American Express](#) [Yellow Pages Market](#) [Newspaper](#) [Car Hire](#) [Cashback](#) [Travel](#) [No Stamp](#) [Cashback](#) [Money](#) [Savings](#) [Auto](#) [Cashback](#)

**Don't Miss Out!**

**Souths** GreasyPalm [Cashback](#) giving you drinks cashback 3000 £100. Don't miss out and be one of the lucky 100! [Offer ends on 12 August!](#)

**Who** £25 + 80 vouchers and £60 cashback when you sign up to Sky 1.0. Hurry! [Offer ends on 22 August!](#)

**Big Offers**

**Apple** Let's Go Rewards and earn 2 FREE iPhone 3GS!

**Go To Get**

**TASKS:** There are 4 tasks to complete, some may be instant and affect your account. Please read here to view your to do list.

**Top Offer**

**Let's Go Rewards** 2 FREE iPhone tickets + £10 Cashback

**Big Thanks To...** 10 of 25

**Virgin Media**, for the huge £120.00 cashback, FREE installation & 6 months half price!

**epic** £91 Reward, for the huge £120.00 cashback when you redeem your 1st payment!

**1 Mobile**, for £100 cashback! On The One Plan, No. 1 Reward for smartphone users!

**Souths** [Travel](#) [Cashback](#), for giving you double cashback 3000 £100. Cashback not ending soon! **Hurry Offer Ends In 12 Hours!**

**Souths** [Travel](#) [Cashback](#), for the 20% online discount and £30.00 cashback on new cover purchase!

**Souths** [Travel](#) [Cashback](#), for free phone & broadband for 3 months and increased £30 cashback!

**Ernie's Deals**

1) Enjoy A £750 FREE Car & £20.00 Cashback When You Buy £20 With Freshnet! [Click Here](#)

2) Get £10.00 Cashback & A £10.00 Free Fly With McGreens Carrot! [Click Here](#)

3) Get £20.00 Cashback & 2000 Points When You Buy £20 With Quicksilver Carrot! [Click Here](#)

4) Get Insurance With up to 40% discount and £50 cashback get the Avon Deal! [Click Here](#)

5) Get £100.00 Cashback & 2000 Points When You Buy £20 With Quicksilver Carrot! [Click Here](#)

6) Get £20.00 Cashback & 2000 Points Online Payment from HOREFISH Home Insurance! [Click Here](#)

7) Receive £40.00 Cashback When You Buy £20.00 On A Short Term Loan! [Click Here](#)

8) £10.00 Cashback & A Free Carrot! [Click Here](#)

News: Get £120 cashback, 6 months half price & FREE installation with Virgin Media! [Click Here](#)

# Mutual points - Earn points

The screenshot shows the MutualPoints.com website interface. At the top, there's a navigation bar with links like HOME, FREE REWARDS, SERVICES, HIGH STREET, REVIEWS, EARNING SCHEM, BLOG, RESEARCHERS, VOUCHERS, and MAGAZINES. Below the navigation bar, there's a search bar and a login section. The main content area features a large banner for "Join today for FREE to receive up to £5 worth of points and a chance to win an iPad" with a "Register for free" button. To the left of the banner, there's a sidebar with a "MutualPoints On The High Street" logo and a "Click Here To View All Participating Shops" button. Below the banner, there's a section titled "SHOPS BY CATEGORY" with a list of categories: Entertainment, Finance, Food & Drink, Gambling & Lottery, Health & Beauty, Home & Family, Insurance & Services, Petcare, Travel, Shopping, Sports & Leisure, and Travel. To the right of the categories, there's a section titled "HOW IT'S ALL ABOUT" with a brief explanation of the program and a 4-step process: 1. Register for free, 2. Go to a shop, 3. Get cash with POINTS, and 4. Redeem points for CASH. Below this, there's a section titled "HIGHEST CASHBACK RETAILERS" with a list of retailers and their cashback percentages. At the bottom right, there's a promotional banner for "Unlimited calls & downloads" for £7.25 a month.

MutualPoints.com  
Paying you to shop

HOME FREE REWARDS SERVICES HIGH STREET REVIEWS EARNING SCHEM BLOG RESEARCHERS VOUCHERS MAGAZINES

More than 1000 participating shops

Are you ready to get rewarded?  
**REGISTER**

Join today for **FREE** to receive up to **£5** worth of points and a chance to win an iPad  
**Register for free**

1. Register Your Card  
2. Stop On The High Street  
3. Earn Cash Back

Click Here To View All Participating Shops

SHOPS BY CATEGORY

- Entertainment
- Finance
- Food & Drink
- Gambling & Lottery
- Health & Beauty
- Home & Family
- Insurance & Services
- Petcare
- Travel
- Shopping
- Sports & Leisure
- Travel

HOW IT'S ALL ABOUT

It's very simple. Every time you make a purchase with one of our partner stores, there are over 700 of them including Marks & Spencer, ASDA, Argos and we award you points which are redeemable for cash. To get a new card or to renew, click through to the store or visit our shop to see your purchase from MutualPoints. Make your purchase and your points will be added to your account. There's only one way to earn rewards that's for sure.

1. Register for free
2. Go to a shop
3. Get cash with POINTS
4. Redeem points for CASH

HIGHEST CASHBACK RETAILERS

1. Newline Home Insurance - up to 10% cash back on new policies (max £100000 cover) - max 50000 Points
2. The Post Office - up to 10% cash back on all services - max 50000 Points
3. ASDA - up to 10% cash back on all services - max 50000 Points
4. Argos - up to 10% cash back on all services - max 50000 Points
5. Matala - up to 10% cash back on all services - max 50000 Points

Unlimited calls & downloads  
**£7.25**  
a month

# Shopping directory

## Shopping Directory ...

We hope you will enjoy browsing through our full range of **gifts, holidays, shopping, sport, books, clothes** and much more. If you're looking for something in particular, just ask the support team.

Flats & Accommodation See Most Popular Advertisers ...	Antiques & Collectibles See Most Popular Advertisers ...
Art, Theatre & Music See Most Popular Advertisers ...	Books & Films See Most Popular Advertisers ...
Building & Construction See Most Popular Advertisers ...	Business & Finance See Most Popular Advertisers ...
Cars & Vehicles See Most Popular Advertisers ...	Computer & Services See Most Popular Advertisers ...
Education & Universities See Most Popular Advertisers ...	Electronics & Appliances See Most Popular Advertisers ...
Employment & Training See Most Popular Advertisers ...	Entertainment See Most Popular Advertisers ...
Estate Agents & Properties See Most Popular Advertisers ...	Specialist Retailers See Most Popular Advertisers ...
Fashion & Beauty See Most Popular Advertisers ...	Government Services See Most Popular Advertisers ...
Food & Drink & Reviews See Most Popular Advertisers ...	Hobbies & Interests See Most Popular Advertisers ...
Health & Fitness See Most Popular Advertisers ...	Internet & Services See Most Popular Advertisers ...
<b>Home &amp; Family See Most Popular Advertisers ...</b>	Night Clubs & DJ's See Most Popular Advertisers ...
News & Media & Politics See Most Popular Advertisers ...	Programming & Scripts See Most Popular Advertisers ...

Advertisers Message





**80% off**  
the most  
exclusive  
brands  
in fashion



the daily  
fashion

## M&S sale up to 50% off selected items

### 1. Marks & Spencer

We are one of the UK's top department stores with a substantial range of products available online at M&S clothing and home products are available through [www.marksandspencer.com](#) as well as some online exclusive products, totaling over 27,000 items.



Networks: Facebook, Twitter, Blog, RSS

Networking: [Icons for various social and sharing services]

**Premium Listing**

Rate It  
Comments  
Add To Favourites  
Modify Report  
More Info

### 2. Supershoppa - The Ultimate Gifts & Gadgets Site

We have a huge range of essential gadgets, unique gifts and technology available at a special price.



Networks: Facebook, Twitter, Blog, RSS

## Sponsors Message



From  
**€9.99**  
month

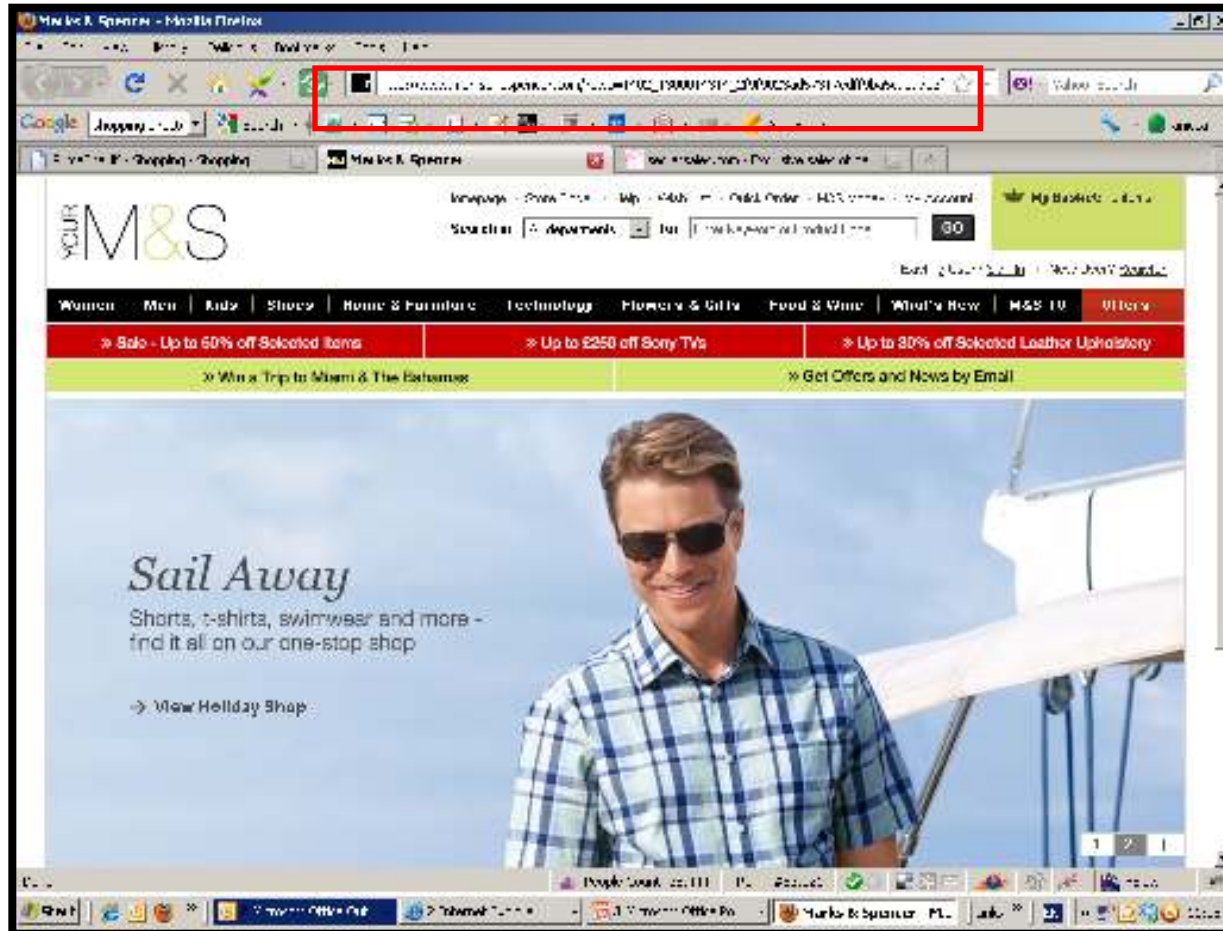


more than  
**free**

Buy now

# Click through to M & S

(note url has tracking code added)



# Business to business

cc: [redacted]

## 1. Forex Trading - Currency Trading Broker

Currency Trading with **FORWARD** allows you to trade currencies trading provides real time execution, free to exchange and quotes, and 24/7 customer support for forex trading.

Standard Listing

Comments

Modify

Report

## 2. JayrConsulting - I.T. Training Consultants

Free and self training contractors specialising in test-to-pass projects; on customer needs by commercial applications. Courses and documents are developed and delivered. Also Unix and VMS systems covered.

Standard Listing

Comments

Modify

Report

## 3. STATS Group

STATS are the leading and preferred provider in the field with a comprehensive range of test, isolation and integration services.

Standard Listing

Comments

Modify

Report

Sponsors Message

HiFX

Online  
International  
Money  
Transfers

STATS GROUP | Pipeline Condition, Integrity, Testing, Corrosion, Repair, Maintenance - Month 13 2010

Google, JayrConsulting, HiFX, Stats Group, The National Field, Mark's Garage

### STATS GROUP

Process Pipeline Integrity Solutions

#### Inspection Services

STATS Group is a specialist engineering company and rental provider that operates predominantly in the area of piping and ductwork integrity and maintenance. We supply a comprehensive range of products and services, from simple piping and painting to more advanced inspection, repair, installation and testing work, together.

Established in 1990, our key drivers are providing inspection, repair and rental services.