

# 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

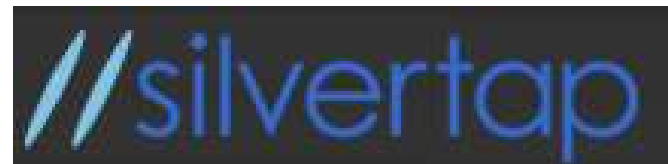
# Using an affiliate network

- 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 marketplace 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

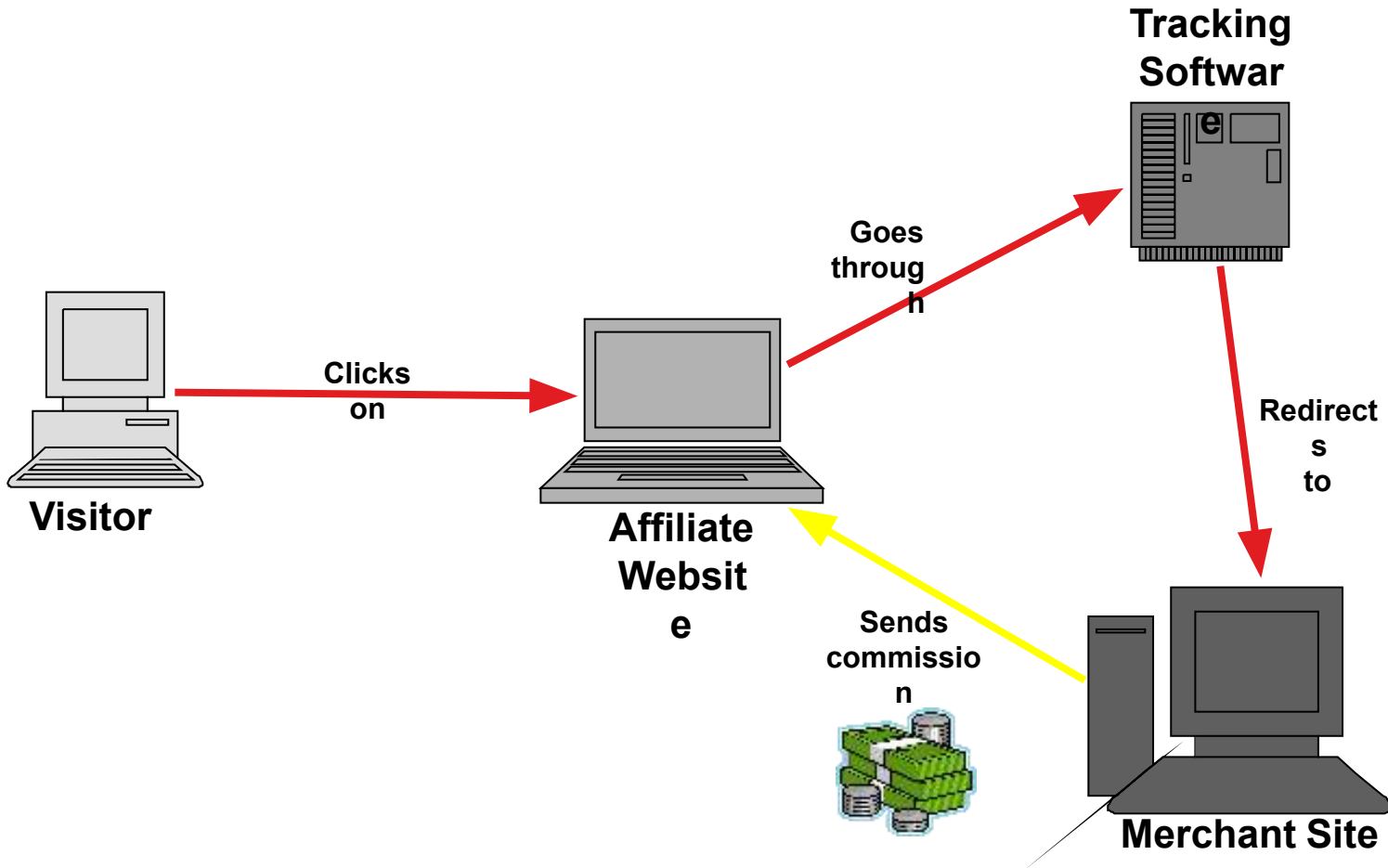
- **Pay per Sale (PPS) / Pay per Performance (Revenue Share)** – merchant pays affiliate commission based on a percentage of the total order value
- **Pay-per-Lead / Cost-per-Acquisition** – merchant pays affiliate commission for every lead or order referred from their site
- **Cost per Mille (CPM) / 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 includes an interview with polster Celinda Lake on what women are thinking about with the 2012 election.  
<http://www.prx.org/pieces/82517-what-do-women-want-in-2012-an-interview-with-pollster-celinda-lake>

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.

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## 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

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**AdSense**

**affiliate links**

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[WP Robot Coupon - \\$15 OFF](#) WP Robot elite version coupon code \$15 OFF - limited time offer [wordpresscouponcode.com/WPRobot](#)

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# Quidco - Cash back

**Quidco**  
The secret to smart shopping

Quidco explained | Log in | Register

Use it to buy products, e.g. books, food, fashion

**Search**

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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
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- 3** **Earn cashback**  
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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**  
The secret to smart shopping

Quidco explained | Log in | Register

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 brand or product, e.g. Tesco, Paul, 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

**Deal of the day**

	<b>Tesco</b>	Up to 10% / Up to 20% cashback / 2 voucher codes
	<b>Play.com</b>	Up to 65% cashback / 1 voucher
	<b>Debenhams</b>	<b>INCREASED RATE</b> 1.55% cashback / 1 voucher
	<b>Argos</b>	<b>EXCLUSIVE RATE</b> Up to 15% cashback / 2 offers
	<b>Debenhams (In store)</b>	2% cashback

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

Start referring

**Hot offers**





# Mutual points - Earn points

The screenshot displays the MutualPoints.com website interface. At the top, the logo reads "MutualPoints.com" with the tagline "Paying you to shop". A navigation bar includes links for HOME, FREE REWARDS, SERVICES, HIGH STREET, REVIEWS, EARNING SCHEM, BLOG, RESEARCHERS, VOUCHERS, and MAGAZINES. A search bar and a "Sign In" link are also present.

The main content area features a large promotional banner: "Join today for FREE to receive up to £5 worth of points and a chance to win an iPad". A "Register for free" button is prominently displayed. To the right, there is a section for "MORE THAN HOME INSURANCE" with a "GET A MORE QUOTE" button, and a "Subscribe today! Earn 500 points" offer with a "Click here" button. A "REGISTER" button is also visible in the top right corner.

Below the main banner, a sidebar on the left lists steps: "1. Register Your Card", "2. Stop On The High Street", and "3. Earn Cash Back". A yellow button says "Click Here To View All Participating Shops".

The central section is titled "HOW TO GET BY MONEY?" and includes a "HOW TO GET BY MONEY?" link. It explains the process: "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 and we award you points which are redeemable for cash. To get a new card or to view, click through to the store or visit our shop to see your purchase from Marks & Spencer. Make your purchase and your points will be added to your account. There's no fee any way to earn rewards that's it!"

Below this text, a four-step process is shown with icons and numbered steps: 1. Register for free, 2. Go to a shop, 3. Get cash with POINTS, 4. Redeem points for CASH.

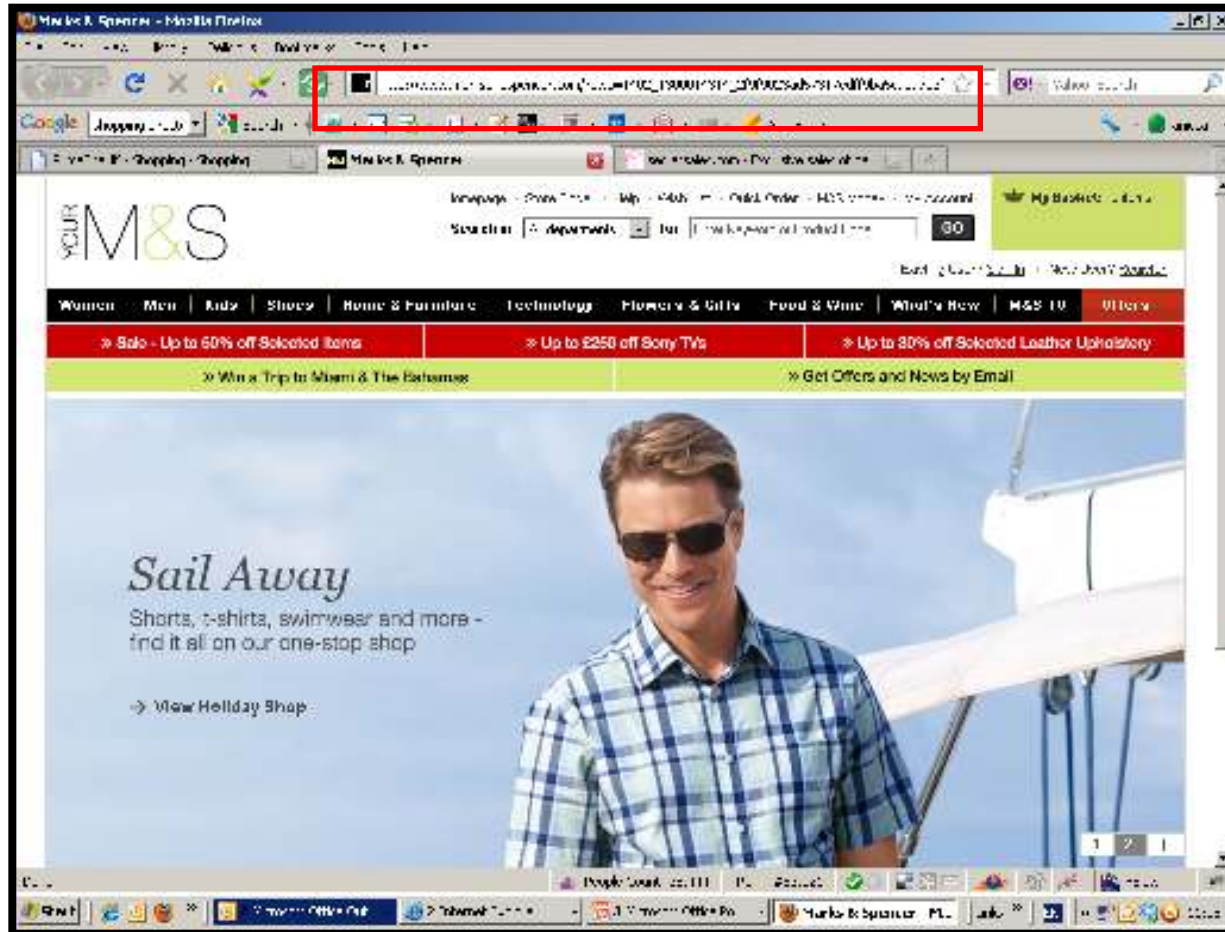
At the bottom, there is a section for "HIGHEST CASHBACK RETAILERS" and a large advertisement for "Unlimited calls & downloads" for £7.25 a month.





# 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 offers a full range of currency trading providing real time execution, free to exchange and quotes, and 24 hour customer support for trading.

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Report

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

Free and paid I.T. training contractors specialising in bespoke projects for our customers. We offer a range of professional courses and also undertake development and delivery. Also Unix and VME systems covered.

Standard Listing

Comments

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## 3. STATS Group

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http://www.statsgroup.co.uk

Google, Jigsaw, Club, ...

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Process Pipeline Integrity Solutions

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INSPECTION SERVICES  
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