

10

best practices for a perfect affiliate partnerships flight

Why affiliate relationships are worth the trip



\$12
billion affiliate partnerships market¹

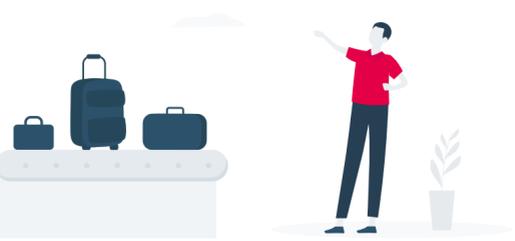


30%
or more of total revenue can come from affiliate marketing²



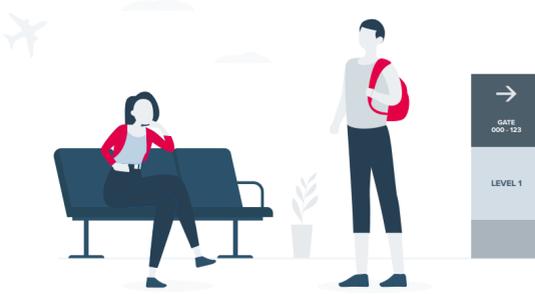
80%
of brands participate in affiliate marketing³

Altitude alert! 10 tips to ensure your affiliate partnerships take off

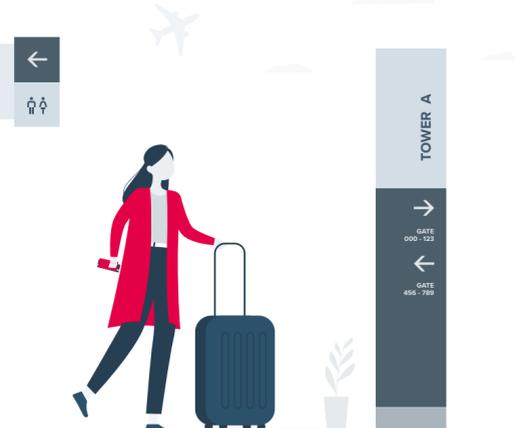


1 Track everything
Get into the cockpit and optimize profit potential through tracking at every touchpoint.

2 Deduplicate
Avoid redundant conversions with automated deduplication. While it's important to give affiliate partners the credit they deserve, you don't want to pay twice.



3 Go server-side
Get your flight plan in place — future-proof your tracking and plan beyond the cookie.



4 Lock down codes
Air traffic control is vital — create promo code policies so only the right partners get rewarded.

5 Flex your terms
Set payment terms according to you and your partners' economic needs.

6 Customize insights
Tune up your reporting to get unbiased, quality data that reveals the performance, value, and incrementality of your affiliate partners.

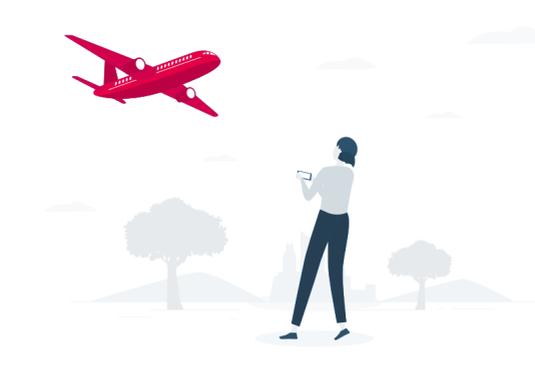


7 Nurture relationships
Jet set toward long-lasting relationships. Personalize communication with your affiliate partners.



8 Refresh creative
Consider what your target audience wants to see so they engage. Encourage creative requests from your partners — they know their audience best. Measure the impact of each creative, find out what works, then create more.

9 Go aerodynamic — simplify measurement
Forget complicated charts and spreadsheets — simplicity is key. ROAS isn't the only metric you need to look at, but it is an important KPI and easy-to-use metric that helps you understand how your campaign is performing.



10 Go mobile
Increase your wingspan — start driving affiliate traffic into a mobile app. After all, 50% of all affiliate traffic comes from mobile.⁴

Want to get off the tarmac and propel your program forward? Contact a growth technologist at grow@impact.com.

1. "A £12billion industry: What affiliate marketing looks like in 2017," The Drum, October 24, 2017. <https://www.thedrum.com/industryinsights/2017/10/24/12billion-industry-what-affiliate-marketing-looks-2017>
 2. Nick Galov, "101 Affiliate Marketing Stats [INFOGRAPHIC] - Updated in 2021," Hosting Tribunal, June 2, 2021. <https://hostingtribunal.com/blog/affiliate-marketing-stats/>
 3. "30 affiliate marketing statistics every marketer must know," Mediakix, accessed October 11, 2021. <https://mediakix.com/blog/affiliate-marketing-statistics/>
 4. "Affiliate marketing statistics," 99 Firms, accessed October 11, 2021. <https://99firms.com/blog/affiliate-marketing-statistics/#gref>

