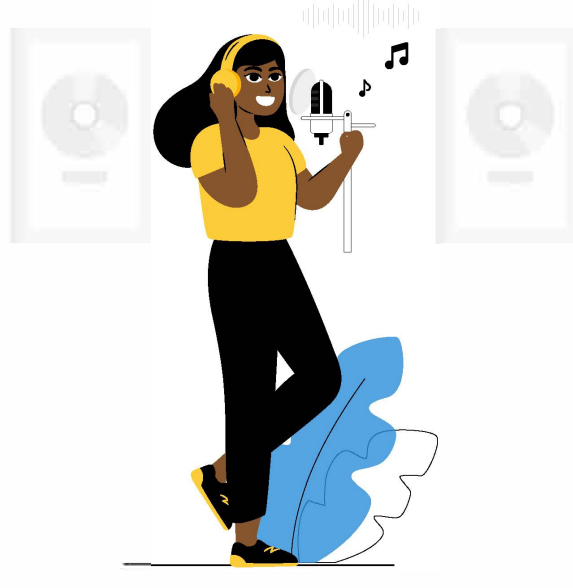




5 ways to improve your commerce content with automation

Well-composed commerce content drives affiliate commission payments and revenue growth. But could you be earning even more with automation?



1

Combine your data into a harmonious whole

You miss the entire composition when you only hear one instrument at a time. Unite multiple data sources to gain a more holistic view of program performance.

2

Understand how each article contributes to your symphony

Isolate each article's performance to see what resonates and what's off-key. Attribute value to every piece to repeat successes and maximize earnings.



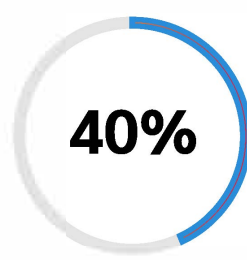
3

Keep every affiliate link tuned up

Link rot is when affiliate links send potential customers to error pages and out-of-stock products, robbing you of revenue. Automated tools fine-tune your links easily and recoup lost earnings.



Link rot costs publishers approx. \$160m annually*

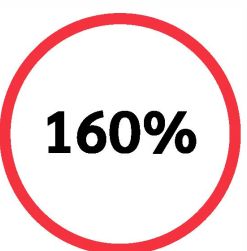
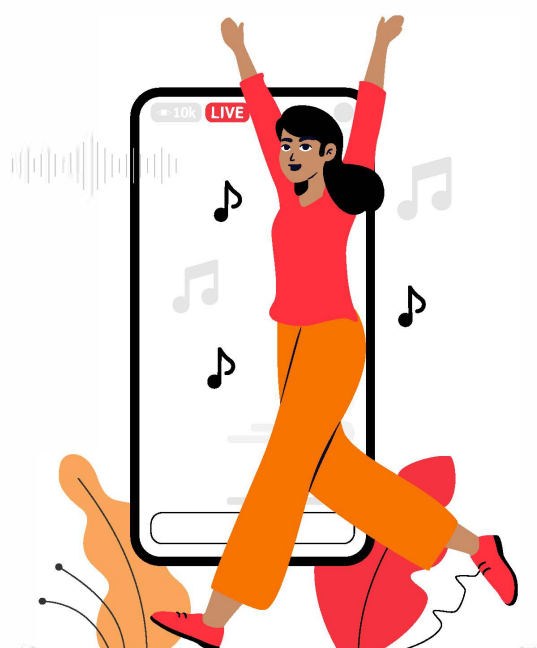


Link rot affects over 40% of affiliate links*

4

Identify your star players

Compare commissions for the same product across multiple networks in one place. Quickly find the network worthy of the first chair and pull the link with the highest payout.



Publishers using link automation reported a productivity boost of

5

Make onboarding new players easy

Automation helps you join new networks without your development team and opens new revenue opportunities without slowing publication.



Make your commerce content program pitch perfect

Trackonomics—part of the impact.com for Publishers suite—amplifies your earnings with data aggregation and automation.

Learn more

SOURCES:

* "Link monitoring and intelligence," Trackonomics, 2023. <https://trackonomics.net/link-scanner/>

** "Link automation," Trackonomics, 2023. <https://trackonomics.net/link-automation/>