



Keys to a Successful Affiliate Marketing Program

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INTRODUCTION

Welcome to the IPOWER eBook on **The Keys to a Successful Affiliate Marketing Program**. This book is designed to help you understand what affiliate marketing is all about, how it can help your business and gives an overview of the steps needed to set-up and run a successful affiliate marketing program. The book starts off with a series of definitions introducing and describing the basic concepts of affiliate marketing. This is followed by a discussion on the benefits of this style of marketing and a look at the various types of programs available. We also discuss how you can find, recruit and pay affiliates who will help you with your internet marketing programs. The book concludes with an overview of some specific marketing techniques and some of the legal and technical issues that relate to affiliate marketing.

We hope that by the end of this book you will have a clear understanding of what an affiliate marketing program is all about, and the steps to consider in setting up and running a successful program.

WHAT IS AFFILIATE MARKETING?

At its most basic Affiliate Marketing is simply the establishment of a relationship between two or more website owners for their mutual financial benefit.

The majority of websites are established to promote products or a service of some kind, yet they are little use if no-one knows about their existence. A website operator may decide to leave the generation of visitor traffic to his site to the various search engines. However, most search engines work by simply taking account of the number of other sites linking to yours as a measure of your popularity. Affiliate Marketing is a way to take advantage of this fact to generate revenue, not only for you through your own site, but also for those sites that point visitors in your direction.

For most of the 20th Century, the traditional sales and marketing model was predicated on spreading your message as far and wide as possible. Traditionally, this was done through media advertising, direct marketing to potential customers and the use of sales teams, both direct and indirect. In many ways, Affiliate Marketing takes this model and applies it to the Internet – with one crucial difference. In

traditional marketing, the message is spread hoping that it will reach prospective customers – an outward-bound style of marketing; with Affiliate Marketing, the potential customers are drawn towards the product information – an inward-bound marketing model that is far more effective.

In the early days of the World Wide Web, the message was spread through mutual link exchanges. A simple mechanism where one website would exchange a link with another on the basis of "*I'll tell my visitors about your website, if you tell yours about mine.*" However this was little more than a "hand-shake" type arrangement with no incentive for links to be promoted and no financial benefits attached.

Affiliate Marketing takes that concept and expands it.

Assume that you are a store selling a popular commodity item such as books. While you want people to come to your bookstore, it would also be a good revenue generator if people purchased books through your website, saving you overhead and enabling you to order books from the distributors as they are purchased, cutting inventory and reducing risk. So how do you get people to come to your website to buy the books they are interested in?

Offer to pay anyone who sends a visitor from their website to yours a small percentage of any resulting sales.

The owners of that website now have both a benefit from the link and an incentive to promote your store. You can almost guarantee that your link will go from being buried on the "Links" page to being on the front page of their site. They will also spread the word among people of the same interests, and before long you have more people supplying revenue generating links to your site. The link exchange has now become "*Look at this cool site and these cool products – Go visit it.*"

Now you have an Affiliate Marketing program in place.

So one simple definition of an affiliate marketing program is that a producer (X) establishes a relationship with another website owner or publisher (Y) wherein he provides a financial benefit for Y to direct visitors to X's website.

Of course, the more associate publishers that content producer signs up, the broader his reach and the more revenue will be generated.

WHAT ARE THE BENEFITS OF HAVING AN AFFILIATE PROGRAM?

Several of the benefits of having an affiliate program were alluded to above, namely that it reverses the traditional outward-bound marketing model of casting the message wide and hoping to catch a few interested customers, into an inward-bound model where interested customers are enticed to purchase. The large scope of the Internet means that there are also a vast number of potential affiliates available to help spread your message.

An affiliate program can also bring many other benefits and its popularity is growing. Consider the following:

The Internet is always open. This means that your message is available 24 hours a day, 7 days a week and that the wider your affiliate program, the stronger the possibility that at any given moment your message is being seen.

With software tools it is possible not only to automate your sales process, but also to automate the management and tracking of the affiliate program, thereby reducing your costs of sales.

Affiliate programs are based on the premise that the content producer only pays the affiliates for pre-defined results. That means no financial outlay until you have got the result you wanted, be it revenue, market information or any other metric you decide is beneficial to your business model. If an affiliate doesn't produce results, then you don't pay him.

If you have a good product that appeals to the right demographic and an affiliate program that pays, then your on-line presence and revenue has the potential to grow exponentially. One affiliate can lead to more and so on, until you can have hundreds, and possibly thousands of people promoting your product or service. Far more than you could ever have afforded in a traditional sales model.

Even if a visitor to your site directed from an affiliate doesn't end up making a purchase on a first visit, there is a strong possibility that, if they are interested enough to "click through" the first time, they will return to your site at some point in the future.

With an affiliate program in place, it becomes easy to test new advertising campaigns. You can develop new ads and messages and send them out to the affiliates who will post them quickly. By using tracking software, it can quickly become apparent if a new marketing campaign is effective. Market testing becomes more efficient, easier to target and you get better metrics and feedback than through traditional methodologies.

As mentioned earlier, the popular search engines use the number of sites linking to yours as a measure of popularity. Therefore, the more affiliates you have linking to your website, the higher your search engine ranking. And the higher your search engine ranking the more affiliates you will attract. The one caveat to this approach is that most affiliate links have some sort of tracking embedded in them to monitor who clicks from what site and where the traffic is coming from. The majority of search engines, such as Google and Yahoo, do not count links which have embedded linking when ranking search results.

BENEFITS OF AFFILIATE MARKETING VS. OTHER FORMS OF MARKETING

The development of the Internet is arguably the biggest social and cultural change of the last twenty years. In fact, its impact could be compared to the arrival of the automobile in the way that it has changed peoples' habits and behavior both at home and in the workplace. The world is now "wired" and usage is growing at a rate of 100 million new users a year. Most people use the Internet in some form, and many businesses simply could not function without the use of email and the World Wide Web. The Web has also put an unrivaled repository of knowledge and information at the fingertips of any person with access to a computer. But the web is not only used for accessing information, it has also become a new landscape for commerce, with large amounts of products changing hands in ways never dreamed of before. Traditional marketing models are not designed to leverage this new paradigm.

The consumer and the business buyer have both moved to the Internet as their prime source of information and goods, so it is imperative that the marketing models follow. A well-designed and executed Internet marketing model that leverages the web's new culture is almost always considerably more effective than an equivalent marketing campaign based on traditional media.

Consider the following comparisons:

- Placing an ad on the web is considerably cheaper than placing an equivalent ad in a print magazine or newspaper and has a far greater potential reach. It is simply more cost-effective.
- Your ad is not restricted by national, geographical, broadcast or distributor boundaries, it is literally available to the whole world, opening up new markets.
- Customers who arrive at your site are already pre-qualified "warm" leads. They came because they are interested in what you have to offer.
- A well-constructed website has the potential to offer up more information and substance than possible in a 30-second TV commercial. But beware: a badly designed website can send customers away just as quickly.
- A website is a long-term investment; it is open 24/7 and promotes your company and its services for years. It is a much greater return on investment than any other form of advertising.
- Marketing by word of mouth spreads far quicker on the 'net than in traditional models making the web the definitive "viral marketing" arena.

DIFFERENT TYPES OF AFFILIATE PROGRAMS

There are three different types of affiliate programs, each of which is described in more detail below.

In-House Hosting

With an "In House" affiliate program, perhaps the most familiar of which is Amazon.com, the merchant or producer uses a commercially available software program to set up and manage a large number of marketing affiliates. As well as specialized software, this also usually requires engaging an affiliate manager to oversee the program. The chief advantage of setting up and hosting your own affiliate program is that you can set it up exactly the way that you want to. You can set compensation plans different from the industry norms if you want, as well as develop your own contracts and affiliate rules. Hosting your own program may also increase margins as you save on commissions with no middle management tier to pay for. Of course, this may be offset by your own start-up and management costs.

Third-Party Hosting

Most affiliate programs are hosted by third-party specialist service companies, such as myaffiliateprogram.com. They supply the infrastructure necessary to support both the merchant and the affiliates. The advantages to a merchant is that a third-party provider will usually manage the signing and support of affiliates, including tracking referrals, collecting payment information and providing technical support.

As with the in-house solution, with third-party hosting, the commission payment structure and exact terms of affiliate support is left completely up to the merchant.

In some cases, the affiliate third-party service company may collect and offer similar themed programs together and offer them as an affiliate network (see below for more on affiliate networks).

Affiliate Networks

An affiliate network is a combination of various affiliate programs grouped together around a common theme or interest and promoted to potential affiliates who are already providing websites that serve those interests.

For a merchant, joining an existing affiliate network can be an easy way to ramp up a new affiliate program. However, care must be taken in choosing the correct affiliate network to meet your needs.

The leading affiliate networks are:

- Commission Junction (www.cj.com)
- LinkShare (www.linkshare.com)
- ClickBank (www.clickbank.com)
- Performics (www.performics.com)

Different networks have different pricing models, some will demand a set-up fee from a new merchant, while others will ask for a lump sum up front as a deposit against the first payments. Nearly all will take some sort of percentage of the commission paid, so new merchants should always factor that into any margin calculations.

Some networks concentrate on simply building large numbers of affiliates, regardless of their track record for attracting new business.

When looking at potential networks it is worth considering the quality of the business per affiliate, rather than just the raw number of affiliates already signed to a network.

Different networks also have different approaches to help you market your services. Some are very much “hands off” and do little more than list your program in their directories. Others are more full service and will assist with creative decisions as well as proactively promote your program. As a merchant you should decide which suits your needs the best.

Another consideration is: do you want to be in the same network as your competitors? Maybe being listed along side one or two could be positive as it fosters competition, but being listed among a large number of people in the same market can just dilute the message and lead to a crowded marketplace.

From an affiliate’s perspective, the networks offer a number of advantages.

Several affiliate networks give affiliates the ability to manage and track all of their relationships from a single place. Some networks offer a service to consolidate checks from multiple merchants into a single monthly check.

Affiliate networks are generally open to anyone wishing to join them. In fact, some are totally open with no checking of site relevancy or the amount of visitors to a site. However, more and more networks are starting to insist on a minimum number of verifiable visitors to your site prior to sign up.

Different networks also have different approaches in listing the merchants they represent; some are open and display full directories, while others offer just a taste of the sort of merchants they represent, and only allow access to the full list after sign up and approval.

WHAT DO AFFILIATES WANT?

There are several key factors that affiliates are looking for when signing up for a new program. Some of the factors are:

- You are offering a specific method of payment for each sale or predetermined action.

- The product or service you offer is of good quality, fits with the aims of their business and adds value for their customers.
- Linking to you will generate additional revenue for them and add credibility to their site.

Becoming an affiliate should involve more than simply signing up to a program and posting a link on your website. Merchants and networks must make being an affiliate attractive so that people will not only sign up but also recommend it, thereby growing the network.

One of the most important aspects of managing affiliates is to foster a feeling of partnership between the merchant and the affiliate. An affiliate who feels “part of the team” is more likely to actively promote the merchant’s offerings. It is also important for the merchant to maintain an active partnership with its affiliates, even when those affiliates are recruited and managed by a third-party network. If the merchant takes a total hands-off approach to its affiliates, the relationship ends up being owned by the network and affiliates can easily start switching to other merchants in the same network.

As in all business dealings, the use of special offers and/or incentives can be an excellent tool in motivating affiliates to actively participate and promote a merchant’s services. The greater the promotions and incentives, the more likely an affiliate is to join up and promote the service. Many affiliates look for incentive drive plans where the percentage commission increases as the revenue they generate increases.

Key to the development and maintenance of any business partnership is communication. Most affiliate programs and networks use both discussion boards and email newsletters to provide a forum for communications between merchants, network managers and affiliates.

Discussion boards are generally hosted by the third-party network managers and provide an online forum where affiliates can ask questions, comment and receive answers and feedback from the community of fellow affiliates, as well as from the merchants and managers.

A good affiliate program manager will issue email newsletters on a regular basis, usually once a month, to keep affiliates informed of new campaigns, incentives etc. Most affiliate networks also issue email newsletters to inform affiliates of new programs in the network, as well as give feedback on existing programs.

RECRUITING AFFILIATES

Perhaps the biggest concern for a merchant starting an Affiliate Marketing Program is just how do you go about finding and recruiting affiliates to your program?

The best place to start recruiting affiliates is within your own website. There is no one better to spread the word about your products and services than your current customers and regular site visitors. When your customers become affiliates, it builds a sense of partnership and instills a degree of brand loyalty. A simple "*Join Our Affiliate Program*" type link on your own website is the ideal starting point.

The next step would be to consider approaching the owners of non-competing, but complementary sites. Consider the book store mentioned earlier, let's say that you have a section specializing in books about music; then you may want to approach the owners of some music-related websites about carrying links to your music book section. Look for sites that will attract the sort of customers you want and whose owners would benefit from a relationship with you.

Look into relevant "content sites" that attract your customers. A "content site" is one that provides a lot of information and acts as a knowledge resource for a particular group. These may not be commercially-operated sites, but often carry some degree of advertising to offset costs. The owners of these sites may be willing to include links that generate revenue for them through referrals.

Another way to locate potential affiliates is to act as if you were one of your own customers. Use an on-line search engine and type in a typical search term that you think a potential customer would use to find your site. Take a look at the results, while some may be competitor sites, others will be complementary ones. In particular, have a close look at the higher ranking ones, as these potentially would generate the greatest revenue as an affiliate.

Listing in an affiliate directory is another easy and quick way to generate interest in your program. There are several websites that host affiliate directories.

Once you have an affiliate program in place, you will find that some potential affiliates will come to you without any need for active

recruitment on your part. Some will be drawn by word-of-mouth, others will actively seek out new programs.

COMMISSION STRUCTURES

How do you pay your affiliates?

- Any way you want

One of the main attractions of an affiliate program is that you can structure the payment of the affiliates to whatever suits your business model, although several methods have emerged as accepted common practice. The most popular methods of compensation include:

Cost per acquisition (CPA) or cost per sale (CPS) – Here the affiliate gets paid every time a visitor referred from an affiliate makes a purchase. This sort of payment can either be a straight-forward fixed percentage per sale, or it could be a sliding scale based on the monthly revenue an affiliate generates.

Cost Per Lead (CPL) – Here the merchant pays the affiliate an agreed amount each time a referred visitor fills in a form to capture personal contact information.

Cost Per Click (CPC) – In this instance, the merchant pays the affiliate an agreed amount when a visitor clicks through from the affiliate's website to the merchant's site, even if no further action is taken.

Cost Per 1000 Impressions (CPM) – Describes an agreement in which the merchant pays the affiliate a set amount for the display of one thousand advertisements or banners, irrespective of if anyone clicks on them or if the ad results in a sale. This is more analogous to the traditional print advertising payment model, where the merchant is basically paying to "rent" space from the content provider.

One area of Affiliate Marketing that is growing in popularity as an additional revenue earner is the concept of 2-Tier Affiliate Marketing. In the two-tier system, an affiliate introduces a second affiliate to the program and receives a small percentage of any sales that the secondary affiliate makes.

MARKETING BANNERS

There are many different types of marketing banners that are used on the web, each with a different use and purpose.

The traditional banner ad is typically a mix of text and graphics placed on the high-traffic area of a website. Its purpose is more to generate awareness rather than generate revenue by redirecting visitors. Historically, click-through rates from banner ads are about equivalent to response rates from a traditional mail shot; about 1%. In order to get the best results from a banner ad, it is best to create ads that conform to a standard size accepted by the majority of websites. There are eight standard banner ad sizes and types in use today; these are shown in the table below.

Banner Type	Size (Pixels)
Full Banner	468 x 60
Full Banner / Vertical Navigation Bar	392 x 72
Half Banner	234 x 60
Square Button	125 x 125
Button #1	120 x 90
Button #2	120 x 60
Micro Button	88 x 31
Vertical Banner	120 x 240
Skyscraper	160 x 600

Internet advertising is also pushing the boundaries of what can be achieved through the use of what is termed "rich media." Rich media is generally defined as media that gives the viewer an enhanced experience over that traditionally found in print. This can range from simple animated graphics, to full audio visual productions and downloads.

This is an area of web-based marketing that is still growing and developing with little, if any, consensus on use or effectiveness. However, with increasing acceptance are also the first attempts at creating standards for its use. More and more people now expect that their experience on the web will involve some sort of rich media content. One application of rich media gaining ground is the idea of the video strip. This is where only a small portion of an ad is seen running, but it expands to a larger size to display the full message when a user moves his mouse over it.

A recent trend is the use of direct product data feeds that allow an affiliate to advertise and link to specific individual products. For instance, if a book is mentioned in the text of a blog, the book title can be linked to the specific product and ordering page on the bookstore website.

One way to keep people returning to a website is to make sure that it has regularly updated content, i.e. gives them a reason to return. Many websites approach this by including blogs (or online journals) as part of their content. This can generate a problem in that having a blog generates a need to keep it updated with relevant content. One answer to this is through the use of RSS Feeds. An RSS feed is a mechanism to syndicate content from an originating site out to many different locations. Software known as RSS aggregators can accept these syndication packets, combine them and publish them in other outlets. By using RSS, it is possible to generate content from a variety of sources, thus insuring your blog is kept fresh, current and relevant.

LANDING PAGES

Once you have an affiliate program in place and are directing potential customers to your site, you need to give equally careful consideration as to what they will find once they have clicked through. Most “click-throughs” are designed so that the visitor arrives on a specific page within the merchant’s website, known as a landing page.

The landing page is usually focused on a particular product or service relevant to the link that directed the visitor. There are two distinct areas of thought on landing page design. Some put forward the theory that the landing page should be totally dedicated to the single offer that drove the traffic. After all, that is why people clicked on the link in the first place. Others suggest that the page should also carry at least some minimal information on your other offers/products to broaden the chances of landing a sale. Which is best is really comes down to experimentation and personal preference.

The landing page should give an overall flavor of your website in as concise a manner as possible. It should also include a “call to action”-type statement early on, as well as a quick way to complete the purchase. Once a person has made the decision to click through to the landing page, they are already partially sold and anything that further delays the purchase can mean time to reconsider or get frustrated and click away from the site.

As well as product-specific links, it may also be worth considering having specific landing pages tailored to reflect the affiliate that brought the visitor to your site. This may be based on the keyword search used, so that different keywords generate different copy on your page, or even for high-earning affiliates having landing pages that reflect the affiliate site design rather than your own to keep the customer experience consistent.

LEGAL ISSUES

If you are setting up an affiliate program, you will need to draft an affiliate agreement contract. This should be posted on your website and should be displayed in such a way that any prospective affiliate can indicate that they have read the agreement and agreed to it as part of the sign-up process.

Any affiliate agreement should cover the following as a minimum:

- An approval procedure that the affiliate must apply for and that gives you the right of refusal.
- Outlines what type of links will be used on the affiliate's website.
- How you will track and report any visitors referred by the affiliate.
- The precise terms and scales of compensation and fees to be paid to the affiliate. It should also be noted here that the affiliate is responsible for any tax due on earnings derived from the program.
- Agreement on who "owns" the customer and his information. This should always be the merchant or program owner.
- Agreement and license to use graphical images, text and advertising materials supplied by the merchant along with terms and restrictions of their usage.
- The length of time the agreement will run, plus any mechanism for implementing changes to the agreement.
- And, of course, any limits of liability and relevant disclaimers.

SPYWARE

One of the biggest challenges facing Affiliate Marketing is the increasing presence of spyware on the World Wide Web and its use by some less scrupulous affiliates. The very nature of the Affiliate Marketing model generates a certain degree of risk in that merchants

and networks often become linked to affiliates who have not been screened and whose business practices are less than ideal.

An unchecked affiliate could turn out to be a sender of spam or may have content on their site that the merchant does not wish to be associated with. However, the most serious problem with affiliates may be with ones who promote merchants, without the merchants' knowledge, through the use of intrusive advertising software (spyware). This can be done by having the spyware application place a merchant's ad over a competitor's ad. The worst abuse of the affiliate system is using spyware to steal commissions that haven't been earned by fooling tracking systems into thinking that a visitor has arrived via an affiliate link, when in fact they arrived at the site by another route, such as directly typing in the URL.

As more instances of this sort of activity are discovered and publicized, the larger merchants and networks are beginning to take action. For instance, they are setting up testing labs to seek out "rogue affiliates" and more stringent approval and quality control procedures when signing up affiliates.

TRACKING

Another challenge for affiliate network programs is tracking the activity of a user and connecting it with the links supplied through an affiliate so that the affiliate will receive the correct commission for either a sale or a targeted click-through.

The "cookie" is by far the most popular way of tracking user behavior. A cookie is simply a snippet of text sent by a server to the user's web browser that is then communicated back each time the browser accesses that same server. In an affiliate marketing model, this means that each time a user clicks on a link on the affiliate's site they will be briefly redirected to the tracking system's server where the cookie is set before being redirected back to the merchant's site.

This simple method tracks the user to the site but is a one-way process. To complete the feedback, a method is needed to confirm a product sale and link it with the correct referring affiliate. This is done using a "tracking pixel."

A tracking pixel is an image tag for a 1x1 pixel that is placed on a page where the desired action (such as a purchase) has been completed.

Most tracking pixels are on a "Thank You"-type page. The pixel executes a small script that checks the user's computer for the tracking cookie to confirm that the user was sent from an affiliate's website. The relevant affiliate would then receive the credit.

Despite, or perhaps because of, the popularity of cookie and tracking pixel technology, they now face significant issues through the use of various security tools being employed by increasing numbers of users - either through deliberate application or through default behavior set on new computers.

Most popular browsers now allow the user to specify that they wish to disable cookies, although few actually do. But the biggest issue is that several popular security tools, such as pop-up blockers and personal firewalls, are delivered with a default setting that blocks ads served up by affiliate networks or blanks out the text of an affiliate link. However, even though the text for the link may not appear, the search engines still records an impression of the link, thereby reducing the click-through rate. Both of these can have a serious impact on sales and commissions.

CONCLUSIONS

Over the preceding pages we have outlined the various concepts of affiliate marketing, as well as several of the techniques to implement a successful affiliate marketing program. We have also outlined some of the challenges, as well as areas to consider when embarking on this business model.

Affiliate Marketing is the best model to leverage the power and reach of the Internet and the World Wide Web. It offers unparalleled opportunities for businesses of all sizes to compete and to target potential customers with minimal to zero risk.

Tips For Creating A Successful Affiliate Marketing Program

- (1) **Decide on your Niche Market** – The Web makes it easier to find and market to audiences with special interests.
- (2) **Find Suitable Partners** – Once you have identified your market, locate and form partnerships with website owners and content providers that have a record and a good reputation in that niche. Offer potential partners something they need that they can incorporate in their own websites without disruption. The affiliate/merchant relationship should be a win-win for both.
- (3) **Keep Searching** – Keep looking for new partners that can help you spread the word. Consider partners that may have some peripheral but related connection to your niche market or product. The best affiliate programs are those that have organic growth.
- (4) **Provide Good Copy** – Give your affiliates marketing messages, images, ads, etc. that they would be happy to display on their websites. Provide snappy, well-written content for them to use. If you make the affiliates' job easier and provide compelling materials that lead to significant amounts of click-throughs, they are more likely to actively support and promote you.
- (5) **Communicate** – Keep your affiliates informed through email, newsletters, forums, etc. Listen to, and act on, their feedback. A well-informed affiliate will feel more a part of the overall team and develop a sense of ownership.

A good affiliate marketing program takes time to build, but it can be the most cost-effective investment in the marketing budget there is, leading to increased revenue for a minimal cost.

DEFINITIONS

Affiliate Marketing

A producer (X) establishes a relationship with another website owner or publisher (Y) wherein he provides a financial benefit for Y to direct visitors to X's web-site.

Affiliate Network

A collection of similarly-themed affiliate programs collected and offered as a single package to potential affiliates.

Blog

Short for Web log. An online journal.

Click-Through

The action taken by a web user when they click on a link and arrive at a pre-defined target web page.

Content Producer

The person responsible for generating the content on a website that includes an affiliate link.

Content Sites

Websites that provide a lot of information and act as a knowledge resource for a particular group that may be a potential target audience for your affiliate marketing program.

Cookie

A snippet of text sent by a server to the user's web browser that is then communicated back each time the browser accesses that same server.

Cost Per Acquisition (CPA)

The amount an affiliate gets paid every time a visitor referred from an affiliate makes a purchase.

Cost Per Click (CPC)

The commission structure where an affiliate is paid an agreed amount when a visitor clicks through from the affiliate's website to the merchant's site, even if no further action is taken.

Cost Per Lead (CPL)

The commission structure where an affiliate is paid an agreed amount each time a referred visitor fills in a form to capture personal contact information.

Cost Per 1,000 Impressions (CPM)

Agreement where the affiliate is paid a set amount for the display of one thousand advertisements or banners, irrespective if anyone clicks on them or if the ad results in a sale.

Landing Page

The page on a target website that a customer arrives at after clicking an affiliate link, e.g. a specific product page.

Link Exchanges

A simple mechanism where one website would exchange a link with another.

Rich Media

Media that gives the viewer an enhanced experience over that traditionally found in print. This can range from simple animated graphics, to full audio visual productions and downloads.

RSS Feeds

A mechanism to syndicate content from an originating site out to many different locations.

Tracking Pixel

An image tag for a 1x1 pixel that is placed on a page where the desired action (such as a purchase) has been completed.

Tracking Software

Software employed to collect information on the way a user moves around and between websites.

Viral Marketing

A way of spreading a marketing message indirectly through "word of mouth" and referrals.