TRACK IT!

The Definitive Guide to Affiliate Networks and Tracking Platforms

BROUGHT TO YOU BY:

Sarah Bundy and All Inclusive Marketing Inc.

PREFACE

Every day, I get questions about which affiliate network or tracking platform should companies launch and grow their performance marketing programs on.

Getting this decision right is an essential part of a program's ongoing success, and there's more to the choice than you might think. Companies should consider a platform's attribution capabilities, partner types, client support, reporting, and compliance monitoring to name a few.

As I reflected on the affiliate marketing landscape, it became clear that this is a topic that needs a much deeper dive.

I also realized that there's no easy way for people to understand the options that are out there and which affiliate network or tracking platform could best fit their needs. So, I decided to do something about it.

This book is a labor of love that serves two purposes;

Professionally, my objective is to bring value as you learn more about which affiliate network or tracking platform could be the best fit for you and your business while also helping to educate the industry and expand affiliate marketing even further.

Personally, my objective is to help my friend Leenie, who is battling **Ehlers-Danlos syndrome (EDS)**, a disease that weakens the connective tissues of your body. The money raised through this project will help her over the next few years as she fights something that many of us will (thankfully) never have to experience.

The generosity of the companies within this book has made a world of difference to a person who deserves every ounce of kindness and support she can get. For that, I thank you.

Sarah Bundy

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Introduction

What is affiliate marketing?

Affiliate marketing is a form of performance-based marketing that companies use to reach, engage and convert their buyers/customers online through performance-based partnerships. In essence, it’s similar to having a commissioned sales team promoting your service, product, or brand and only paying them commission once your desired action occurs.

The actions companies generally pay out include completed sales, completed form submissions, app downloads, specific actions within an app, or phone calls to sales centers for what we call a “Marketing Qualified Lead” or “Sales Qualified Lead.”

The following diagram shows how it works in essence: You, the brand, have something to promote. Your affiliate/publisher partner chooses to promote it to their audience for you through a website, a landing page, their social channels, an email or newsletter, YouTube channel, private Facebook Group, or anywhere they may be able to reach your prospective customers.

Once the final sale or lead takes place, the affiliate/publisher partner will earn some form of payout for that successful conversion. It's that simple! The whole process is low cost and low risk for brands. With these benefits in mind, it’s easy to understand why affiliate marketing is growing in popularity year after year.

What do affiliate networks and tracking platforms do?

In order for affiliate traffic and transactions to be identified and credited appropriately, these outcomes need to be tracked somewhere. Enter affiliate networks and tracking platforms.

These technologies and data suites help track, report, and payout affiliates in a way that's transparent and unbiased. Both the affiliate and the brand get equal access to reporting and insights, and both have access to the information and assets they need to be successful together. It's all housed within the affiliate network or tracking platform.

Additionally, brands and affiliates both save time because the affiliate networks and tracking platforms act as an escrow account. They pay affiliates what they have earned, so they don't have to collect hundreds of checks or wire transfers—and so that brands don't have to cut that same volume of checks or wire transfers each month. It's easy, seamless, and user-friendly for everyone.

What's the difference between an affiliate network and an affiliate or partner tracking platform?

The terms affiliate network, partner platform, and third-party tracking technology are all commonly used to describe the technology that tracks the interactions between affiliate partners, customers, and brands. But what's the difference between them?

Ultimately, they do the same job: They track affiliate transactions back to the brand so the brand can then credit and pay the affiliate accordingly. With that in mind, let's take a closer look at the specifics.

"**Affiliate networks**" are exactly as they sound—platforms with networks of affiliates who are already ready to sign up for your affiliate program. These people are presumably already familiar with affiliate marketing as a monetization model. "**Tracking platforms**," on the other hand, lead with their technology rather than their established partnerships.

Both options have tech, and both can support partnerships, but affiliate networks come with a large pool of affiliate partners (also known as publishers or performance-based partners) to work with, while the tracking platforms require you to find and recruit affiliates on your own. Tracking platforms also generally have more robust data and attribution

capabilities, while affiliate networks generally have affiliate partners ready to go.

Where you decide to launch your program will impact not only how quickly you can scale but also the quality of data you have access to. If you're unsure whether to pick an affiliate network or tracking platform to launch your program, then be sure to read on (or contact an expert, and we can help).

Why is it important to pick the right network or partner platform for my affiliate program?

Before you get started launching an affiliate program, there are some important differences to note. This book explains in-depth the detailed nuances, differences, and value propositions of each of the networks and tracking platforms featured within.

The reality is that not all networks will be the right fit for you. If you choose the wrong place to set up and launch your program, you may be doomed to stagnated growth, inaccessibility of the data you want and need, misalignment with your own company's infrastructure, or even a mismatch of potential partnership opportunities with affiliates. Many variables need to be taken into consideration, including affiliate fit, geographic focus, budget requirements, data analytics, and more.

This book will hopefully answer all of those questions for you. If it doesn't, each network and tracking platform we've featured have left you with their contact information. We invite you to follow up with specific questions or use the resources they've included to learn more.

Choosing where your program will live is like choosing the neighborhood you want your family to grow into, so it's worth choosing wisely.

How will this information help me choose?

As you dive into the rest of this content, you'll see that this book is broken down into ten chapters. Each chapter represents a different network and tracking platform that you may want to consider for your affiliate program.

The uniqueness of this book lies in the fact that the teams behind the networks and platforms themselves created this content. By doing this, they are able to directly share what makes them exceptional and why they may (or may not) be the best fit for you and your program.

This is the first time in the history of affiliate marketing that this many networks and platforms have exposed so much detailed information about themselves publicly—all with the intention of helping you make the right decision on where to set up, launch, and scale your affiliate marketing program.

Feel free to engage with this material in whichever way makes the most sense to you.

- If you have little background knowledge in affiliate marketing, you may want to read the full book cover to cover.
- Or, pick and choose specific sections—especially those who have already heard of some of these options and just want to verify that they'll work.

As we mentioned above, if you have any questions, feel free to reach out to our team at All Inclusive Marketing Inc. (AIM) or use the contact information at the end of each chapter to reach out directly to the companies that interested you most.

With all that in mind, let's dig in!

At a Glance

Founded:
2000

Parent Company:
Axel Springer and United Internet

Tagline:
We create trusted partnerships that drive growth.

Key Facts and Figures:
16,500+ Advertisers
225,000+ Publishers
$14bn Advertiser Revenue Generated in 2020
$1bn Publisher Commissions Earned in 2020
182m Sales Generated in 2020

Example Clients:
Samsung, Sephora, Nike, TripAdvisor

History of Awin

Awin emerged in 2017 when consolidating zanox and Affiliate Window operations, both of which had been driving sales for affiliate partners since 2000. Originally, zanox grew from a Berlin, Germany, tech startup, while Affiliate Window started as a small operation in London, UK. Throughout their histories, zanox and Affiliate Window were repeatedly awarded for innovative affiliate marketing solutions and exceptional service—and now, a global community of people, technology, and business intelligence insights. No matter what type of partner, level of service, or tools are needed to achieve business goals, Awin provides solutions that drive sustainable growth.

Following the acquisition of one of North America's largest platforms, ShareASale, in 2017, the Awin Group's acquisition of Commission Factory now grants partner reach into the desired Australia, New Zealand, and Southeast Asia markets, all of which play a crucial role in the Group's mission to become the partner of choice globally for affiliate marketing. Additionally, in 2021, Awin fully acquired multi-touch attribution technology SingleView after a year-long strategic partnership. The technology sits independently in Awin's open partnership network, while the SingleView staff has been fully integrated into Awin - allowing the platform's technology and in-house expertise to further evolve and expand to better support partners' business goals within and beyond the affiliate channel.

Key Features and Capabilities

Tracking custom data to improve and optimize affiliate performance

One of Awin's key features is the use of advanced data tracking, allowing brands to parse numerous values directly to Awin along with basic sale information.

Awin tracks and dynamically awards commissions based on 254+ advanced data points to help retailers analyze and understand trends across their customer base, informing optimization strategies surrounding ideal partnerships and accurately measuring incrementality – all of which is enabled through the Awin Advertiser MasterTag. The tag integration is only required once to leverage this unique solution, along with many other benefits to overcome today's digital challenges.

Data is a fundamental component of any affiliate marketing program, and the wealth of data available across the industry has seen increasingly sophisticated use cases. Over the years, Awin has expanded the number of data points (or parameters) that are tracked and reported on, allowing advertisers to make informed decisions around their programs. These data points will typically include a customer number to understand repeat purchases, in-depth product information, and delivery details for a retail client.

Combining customer demographic and product-level details at the confirmation page, these insights support customer segmentation across affiliate programs to tailor offers and content accordingly. The retail and fashion sectors have also readily adopted mobile as a transaction device compared to wider retail, with mobile sales up 16% on retail in general.

On top of Awin's advanced data tracking, Awin's multi-channel attribution technology SingleView offers a means of accurately measuring and acting on the true value of each marketing interaction to identify new opportunities, influence strategy, and enhance the definition of incrementality. Gathering data in an unbiased way, it measures each individual consumer interaction in both converting and non-converting journeys and analyzes all digital marketing activities (not just affiliate) for unique insights that optimize performance. Unlike other attribution technologies SingleView can be simply activated via Awin's MasterTag or directly integrated on-site, requiring no complex integration to look beyond first/last click in an easy-to-use platform.

Ultimately with Awin, advertisers can bring advanced data points alongside device-level performance and even cross-device tracking for a holistic view of how customers are interacting with their brand. This allows them to understand what paths lead to generating loyal and repeat purchase customers so brands can strategically and confidently reward activities that meet business objectives.

Examples of data points to improve affiliate program growth:

- **Loyalty/Membership Number:** Understand how often a customer returns through the channel and which publishers motivate repeat purchases.
- **Product Brand:** Track product brands to aggregate and compare product sales and product affinities driven across the current publisher base.
- **Unit Price:** Split out the unit price of an item as a proportion of the total basket amount.
- **Product Category:** Categorize products to ease product group analysis by publisher.
- **Previous Purchase Date:** Distinguish the customer as new or existing to determine purchase latency and any performance variations by promotional type/affiliate.
- **Discounts from RRP from the Basket:** Analyze the impact of discounting on purchasing behaviors.
- **New or Existing Customer:** Identify publishers effective at driving new customer acquisition.

The Awin Advertiser MasterTag allows for many important functions like advanced data point capture, strategic/innovative technology partnerships, and integration with a brand's mobile experience to ensure a complete picture of channel data.

Awin works with retailers to discover and reward contributors throughout the customer journey based on the unique value placed on specific interactions according to client KPIs (e.g., rewarding influencers on the value they drive or rewarding coupon publishers based on new vs. existing customer rations). This feature ensures that spend is continuously optimized to drive more valuable customer activity, having a positive long-term impact on ROI.

Advantages and Benefits

Awin is the only platform that enables channel performance alongside a data-led multi-touch attribution model to accurately measure marketing spend. This feature helps clients achieve incremental growth tied directly to sales performance at 16:1 ROAS.

The platform's data compliant and comprehensive ecommerce tracking is powered by Awin's MasterTag to set first-party cookies that respect consumers' browser privacy settings, avoiding tracking prevention and ensuring a brand's full visibility into all consumer touchpoints. Transparency across all web-based activity enables retailers to determine and optimize the performance of each individual promotional partner and to maximize ROAS.

Advanced tracking and multi-touch attribution

The seamless integration with SingleView provides brands with accurate, non-biased metrics and a holistic view across all marketing channels. In understanding the true value of each channel in the customer journey and how different channels work together to improve conversion rates, brands can realize strategic performance goals and improve their channel incremental ROAS by 42%.

Additionally, Awin's Bounceless Tracking sets the new standard for tracking accuracy. Built with a privacy-by-design approach, Bounceless sends a prospective customer directly to e-commerce sites without any tracking redirect via Awin servers.

Asynchronous calls via the MasterTag produce significantly faster consumer journeys and better shopping experiences that yield higher conversions and more sales, while direct links boost SEO and retain full referrer visibility. In fact, brands using Bounceless Tracking increased their partnership conversion rates by over 4%.

Publisher discovery and strategic technology partnerships

In pairing platform enabled partner discovery with expert recommendations, Awin actively promotes partner development across 225,000+ active publishers, influencers, bloggers, and mass media sites. Alongside more traditional partnerships, the Awin Advertiser MasterTag offers seamless plug-and-play access to innovative technologies and service providers, optimizing performance and driving new customer acquisition across desktop, mobile, and app.

The custom campaigns are designed to:

- Increase AOV and conversion rates
- Drive new content/site traffic
- Personalize your website
- Enhance search visibility

Data, insights, and expertise

Awin provides intelligent, strategic direction for growth across all verticals, offerings, and solutions by leveraging unique data-driven insights across 254+ data points with over 20 years of experience leading the industry from the largest global network.

The ethical treatment of personal data is core to Awin's values, and the wide range of standard and advanced reports are designed to support affiliate campaign objectives.

Private and public partner management flexibility

Awin's private network solution gives brands the flexibility and control to manage direct partnerships in a fully branded environment while using Awin's award-winning technology. Express sign-up forms and expedited approval processes fast-track invitations to seamlessly activate publishers. Awin's private network solution is a direct brand extension, perfectly placed to drive incremental revenue through influencers, brand ambassadors, and other select, exclusive business partners.

adMission

Awin is the first network to produce a critical solution aimed at reducing the risk of ad disclosure for publishers and advertisers alike. Activated easily via Awin's Publisher MasterTag, adMission automatically serves ad disclosure content with all links—not just affiliate links—and is network agnostic.

Industry and Category Focus

For more than 20 years, Awin has been servicing brands across a wide range of sectors within retail and shopping, travel, telecoms, and services, as well as finance and insurance. Today, more than 16,500 global advertisers trust Awin to power their affiliate programs, yielding $14 billion in client revenue in 2020 at an average ROI of 16:1. Services range from technology access and client and agency support to fully managed affiliate marketing campaigns.

In North America, Awin supports some of the market's leading DTC brands, including AliExpress, Etsy, Under Armour, HP, FabFitFun, Booking.com, Naked Wines, and Motley Fool, just to name a few. Retailers leverage Awin's expertise and unrivaled reach to diversify their publisher partnership mix, help reduce reliance on a few top revenue drivers, achieve incremental growth like new-to-file or product categories with high margins, and optimize mobile conversions.

Based on some amazing results in North America, Awin received impartial recognition from industry peers for the strategies enacted in the market for multiple clients, including awards for Best Managed Affiliate Program 2018 and Best Content Marketing Campaign 2019 for their work with HP.

Their HP work involved:

- 43% revenue growth from adding 73 new content partners to the HP program.
- Increase in profitability and online sales revenue from the affiliate channel, determined by a double-digit YoY uplift.
- Development of a diverse affiliate partnership portfolio with non-traditional affiliates.
- Increase in share of sales against traditional products from the promotion of high price point items and niche product lines.

Leading global brands across key verticals

Retail advertisers

Beauty advertisers

AWIN

Travel advertisers

Expedia, Hotels.com, agoda, viator, ebookers, Emirates, eDreams, Booking.com, Hilton, Etihad Airways, tripadvisor, skyscanner, trivago, TUI fly, Travel Supermarket, momondo, berge & meer, opodo, lastminute.com, Europcar

Finance & Insurance advertisers

ING, comparethemarket, Post Office Money, AA, AVIVA, AXA, genertel.it, BBBANK, cetelem, Confused.com, Allianz, younited credit, RAC, Carrefour banque et assurance, cofinoga, WorldRemit, MoneySupermarket, experian, Cofidis, xe money transfer

Telco & Services advertisers

BT, O2, T, StubHub, vodafone, TalkTalk, kaspersky, SAMSUNG, LOTTO 24, plusnet, ATG TICKETS, Hermes, Carphone Warehouse, NOW TV, sky, British Gas, Udemy, EE, giffgaff, uSwitch

Publisher Relationships

Awin's publisher teams around the globe collectively operate with one shared mission: to provide all partners best-in-class service fit to deliver streamlined support, strategic market insights, best practices, innovative ideas and stronger results across the trusted Awin and ShareASale platforms. On Awin, the publisher team is structured into two divisions: publisher development and publisher success. This split allows Awin to best address the needs of new and existing partners.

The primary objective of the publisher development team is to present new affiliate opportunities to advertisers and agencies, as well as Awin's internal client services teams. As the market sees publishers increasingly diversify their propositions and new e-commerce technologies enter the affiliate space, the publisher development team focuses on recruiting and activating these partners as they arise to optimize performances and broaden a brand's reach. Larger publishers recruited in 2020 include Klarna, Flipboard, Discovery, NBCUniversal, and Dosh.

Awin's publisher success team ensures partners can perform at their optimal potential by leveraging the platform's innovative products and solutions. The team provides incentive partners (Cashback, Loyalty, Shopping Directory, Discount, and Fintech) with guidance and assistance regarding publisher API, real-time transaction notification, and query tools.

Editorial content partners (Mass Media, Product Review and Recommendation, Social and Video influencers, Podcasters) benefit from the team's education and support on integrating partners into Awin's Publisher MasterTag to enable adMission, Bounceless Tracking, Post-Impression Tracking, and Convert-a-Link.

Outperformers in 2020 include Conde Nast (*Vogue, Wired and Glamour*), CBS Interactive (CNET), Meredith Corporation (*Parenting, Real Simple and Shape*), Wirecutter (a *New York Times company*), and ID.me.

Additionally, Awin's global strategic partnerships team vets and integrates technology and service partners onto the Awin platform, which can typically be activated seamlessly via Awin Advertiser and Publisher MasterTags. These partners provide a wide range of solutions to publishers and advertisers, including ecommerce platforms, price comparison widgets, shopping widgets, shopping cart technologies, AI-based image recognition, product recommendation, and other conversion tools.

Most of these tools and technologies are offered on a commission sharing or SaaS basis. Awin service and technology partners are chosen based on the quality, value, and trustworthiness of their solutions, which are designed to boost conversions.

Attribution Capabilities

Defining attribution beyond last click is critical in the evaluation of partnership, campaign, and activity effectiveness, as is the data and its accuracy. With SingleView, Awin's unbiased attribution solution, brands can answer the question 'Is this marketing activity worthy of its cost?'

Gathering data in an unbiased and accurate way, SingleView tracks every consumer touchpoint in both converting and non-converting journeys. It intelligently and holistically measures marketing activity and the behaviors of customers to provide unique insights that optimize performance and maximize return on affiliate ad spend.

Easily activated via Awin's MasterTag, unlike other attribution technologies, it requires no complicated technical integration and offers a cost-effective way to look beyond last click via an easy-to-use platform that can also be accessed via APIs for direct integration to existing client reporting systems. What's more, brands receive access to all of the data collected by SingleView – enabling further analysis to enhance the activity of your partners and drive business objectives.

In leveraging SingleView alongside Awin's innovative lineup of advanced and privacy-conscious tracking solutions (featuring cross-device, in-app, coupon attribution, journey assists, and its first-to-market Bounceless Tracking), brands are guaranteed full transparency and visibility to ascertain the true value of each channel in a customer's journey, to ultimately improve conversion rates, realize strategic performance goals and drive incremental ROAS.

Attribution solutions and tracking innovations

- **SingleView**: Multi-channel, multi-touch attribution enabled via Awin's Advertiser MasterTag with self-managed and service offerings.
- **Advanced-Data Insights**: Advanced data tracking across 254+ parameters to understand which partnerships contribute favorably towards brand objectives and to dynamically award commissions based on data passed back.
- **Coupon Attribution**: Supports cookieless coupon tracking to measure the effectiveness of exclusive coupons.
- **Cross-Device Tracking**: Awin's accurate and deterministic algorithm enables brands to reward publishers for multi-device journey transactions. The technology leverages a database of unique user profiles to successfully connect the corresponding usage across multiple platforms.
- **Bounceless Tracking**: Awin's groundbreaking tracking method overcomes today's tracking challenges by making asynchronous calls outside of tracking servers, therefore limiting third-party tracking preventions. Consumers experience faster journeys that yield higher purchase conversions, while brands are provided full visibility into referring pages and can boost their SEO.

- **In-App Tracking**: Awin partners with the largest app tracking providers to track and optimize consumer purchases through a brand's mobile app. Activated via the MasterTag, brands with app tracking implemented across their affiliate programs realize 6x more in revenue, 80% higher conversion rates, and AOVs 3x higher than those without affiliate app tracking. What's more, brands further benefit from Awin's partnership with Button Reach™. Reach allows retailers to capture higher-value users through installs and improve the accuracy of affiliate tracking in their app while also tracking app installs and corresponding sales, ensuring a seamless shopping experience on mobile devices.
- **Influencer Partnership Tracking**: As part of Awin's strategic partnership with Mavrck, the leading influencer marketing platform, Awin advertisers are able to effectively track and attribute influencer engagement and conversions. Mavrck offers a powerful discovery and CRM toolset that allows brands to easily find, recruit, activate and manage the right creators among millions of influencers across Instagram, TikTok, Twitch, Twitter, Facebook, and YouTube. In addition, customizable campaign and communication workflows afford brands maximum flexibility to scale and automate their programs. With Mavrck's robust reporting suite, brands can evaluate the unique value creators bring to each campaign and analyze key data points via Awin UI reporting to prove brand lift and ROI.

Other Awin Owned and Partnered Companies

The Awin Group has undergone several strategic investments, exclusive partnerships, and acquisitions over the course of the past 20 years. The most critical in expanding the company's international footprint to offer partners true global reach include:

1. ShareASale – Leading North American SaaS affiliate platform
2. affilinet – Leading European affiliate network
3. Commission Factory – Australia's largest affiliate network with offices in Singapore
4. Tailify – Fully automated, self-service influencer network
5. SingleView – Multi-touch attribution platform

Through the Group's strategic partnerships, Awin further offers seamless, plug-and-play access to some of the industry's most disrupting technologies, exemplified below:

- Mavrck - Influencer marketing platform
- Trackonomics – Data aggregation and automation platform that solves link rot
- RevLifter – Real-time, personalization technology
- Monotote – Shoppable content e-commerce platform
- Skimlinks – Enhanced tracking transparency and visibility partnership
- Increasingly – AI-powered cross-selling platform
- Button (Reach) – Deeplinking and app-tracking technology
- Monetizer101 – Affiliate monetization platform
- Dailygo – Visual search partner, built on Syte's algorithms
- Pixmoto – Video technology platform
- Intelligent Interfaces – Omnichannel personalization platform
- Uniqodo – Coupon code conversion and measurement tracking software
- Branch – Mobile linking platform

Testimonials

Advertiser
"The publisher development team at Awin has been instrumental in HP's affiliate programs' success. Their team is extremely responsive to provide consistent network updates, onboard new partners, solve payment inquiries, and ultimately bend over backward for the client to guarantee a successful partnership. We continue to partner with Awin because of their technology and the ability to solve unique problems. Strong account management leads to good strategy. Having the proper tools and team synergies to implement that strategy is the key to success." – **Austin Ratner, Affiliate + Partnerships Marketing Manager, HP**

"We joined Awin to take advantage of the robust platform features and their well-known account management, enabling us to offer the best-in-class services to our partners." – **Maria Chatteron-White, Marketing Director, Global Affiliates, Viator, a TripAdvisor Company**

Publisher
"Honey enjoys and appreciates our relationship with Awin's publisher success team. They are responsive, fun to work with, and come up with effective and thorough solutions for managing our advertiser relationships. Their team is seasoned, and their work compliments each other. Honey has grown quickly, and Awin's team has not only kept up with our increased volume, but they have rolled with the changes we often send their way with kindness and eagerness to work alongside our team to support client partnerships. They are proactive, and we can count on them to always want to do more to build our portfolio and optimize the programs we work with." – **Janna Bowman, Senior Partnerships Associate, Honey**

"The Awin publisher management team's commitment to publisher growth has been invaluable to our commerce department. The Awin team was able to accommodate onboarding our span of 15 publications to their network with quick and useful support along the way—a much faster and smoother process than I've experienced with other affiliate networks. While onboarding

our sites, the Awin team conveniently arranged in-office meetings with advertiser representatives, which have led to fruitful and valuable partnerships that would have taken much longer to develop otherwise. Additionally, the team has been extremely responsive and accommodating to work with our unique department setup and needs. This support further led to a network award of best content strategy of the year, which, of course, would not have been possible without the Awin team." – Kara Kamenec, Senior Director, E-Commerce, **American Media Inc.**

"Both Awin and ShareASale have a strong offering of advertisers, and the publisher success team proactively explores ways to optimize and scale our affiliate program. Awin and ShareASale are also actively thinking about ways to innovate affiliate reporting, and we're excited about how they will incentivize content publishers to accelerate the growth of their affiliate programs." – **BuzzFeed**

Agency

"Awin and ShareASale's Agency Resource Center has been a strong resource when ensuring best-in-class execution for our affiliate programs. Our clients expect the best from us, and this portal provides us with ample resources for using the Awin Group platforms, access to new and exciting partnership opportunities, updates on their innovative tools and technology, and more." **–** Jodi Rieger, VP of Client Services, **All Inclusive Marketing**

"Brands are increasingly seeking more advanced expertise from agencies as they navigate the ever-evolving affiliate and partner marketing landscape. Awin and ShareASale's new Agency Resource Center elevates our client services team's ability to guide these brands, strengthen their relationships with partners, and scale their affiliate and partner programs around the world." – Sarah Johnson Dayes, Chief Client Officer, **Acceleration Partners**

Awin Awards and Recognitions

- #1 Best CPS Network for Publishers 2021, mThink Blue Book's Best CPS Networks
- #2 Best CPS Network for Advertisers 2021, mThink Blue Book's Best CPS Networks
- Publisher's Choice of Network, Performance Marketing Awards 2021
- Best Program Launch or Migration – Awin and AO: Awin-O, Let's Go, Performance Marketing Awards 2021
- Best Price Comparison Website Strategy – Awin and TalkTalk: Feel the Churn, Performance Marketing Awards 2021
- Best Fashion, Health & Beauty Campaign – Awin, LOOKFANTASTIC and UNiDAYS: Making Freshers Fantastic, Performance Marketing Awards 2021
- Best Wellbeing Initiative – Awin: 4 Days 4 Success: A journey to increased employee happiness and productivity, Performance Marketing Awards 2021
- Best Industry Initiative – Awin Access, Performance Marketing Awards 2021
- Best Affiliate Marketing Platform, Digiday Technology Awards 2020
- Best Affiliate Network, International Performance Marketing Awards 2020
- Best Team in Performance Marketing, International Performance Marketing Awards 2020
- Best Performance Marketing Campaign – Western Europe: RevLifter and Awin and Mobiles.co.uk: A Sustainable Cyber Week, International Performance Marketing Awards 2020
- Best Content Marketing Campaign: Awin for Nike: Sneakerheads and Stories, International Performance Marketing Awards 2020
- Best Influencer Marketing Campaign: Awin for Etsy, International Performance Marketing Awards 2020
- Best Partnership: Awin for tastecard: In-In is the New Out-Out, International Performance Marketing Awards 2020
- Network of the Year, Affiliate Summit Pinnacle Awards 2019
- #2 Best CPS Network 2018 – 2020, mThink Blue Book's Best CPS Networks
- Top 5 Affiliate Marketing Vendor, Internet Retailer 2020 & 2021 Leading Vendors
- Best Places to Work in 2021, Glassdoor Employees' Choice Awards
- Top Workplace 2019 and 2020, The Baltimore Sun, with special honor for Employee Benefits
- #148 Fastest-Growing Private Company, Inc. 5000 Washington DC

Free Awin News, Insights, and Resources

- Awin Group Webinars
- Awin Talks Podcasts
- Awin Market Insights
- Awin Report 2021 (plus earlier versions)
- Advertiser Success Center
- Awin launches Bounceless Tracking for all publishers
- Awin launches ad disclosure tool adMission
- Awin + ShareASale launch Agency Resource Center
- Market Insights Newsletter

AWIN

Case Studies

Awin has a long list of success stories across multiple markets and in many different industries, and here are two examples. Contact Awin today for more examples of success in various markets, or request a free demo.

ShareASale
Part of Awin

At a Glance

Founded:
2000

Tagline:
We create trusted partnerships that drive growth.

Key Facts and Figures:
16,500+ Advertisers
225,000+ Publishers
$14bn Advertiser Revenue Generated in 2020
$1bn Publisher Commissions Earned in 2020
182m Sales Generated in 2020

Parent Company:
Awin, Axel Springer and United Internet

Example Clients:
Reebok, Spanx, MasterClass, Gusto

History of ShareASale

For over 20 years, ShareASale has been a pure-play affiliate marketing network, successfully growing its business by nurturing relationships, building cutting-edge technology, and guiding clients to success in affiliate marketing. As a leading network in the US, ShareASale is known as a fair and ethical business partner with the goal of supporting performance-based partnerships.

ShareASale technology has received accolades for speed, efficiency, and accuracy reputation–and it strives to deliver the best products in the industry plus supported superior customer service that offers real, actionable solutions for results. In January 2017, global affiliate network Awin acquired ShareASale to provide additional solutions, partnership opportunities, and technology offerings, as well as international reach to ShareASale's advertisers and publishers.

Part of the Axel Springer and United Internet Groups, Awin is a global affiliate network with 20 years of experience in the industry. Together with ShareASale and the recent acquisition of Commission Factory, the Awin Group is comprised of 1,000+ employees, over 225,000+ contributing publishers, and 16,500+ advertisers, connecting customers with brands in over 180 countries. Operating across the retail, telecommunications, travel, and finance sectors, Awin generated $14 billion in revenue for its advertisers and $1 billion for its publishers in the last financial year.

Key Features and Capabilities

ShareASale affords brands access to a number of innovative tools and technology for optimal program management, including forging new partnerships and maintaining existing relationships, generating traffic to products and services, tracking conversions, strategically rewarding commissions, and reporting on performance. Furthermore, ShareASale operates on a pre-funded model, which means advertisers need to keep their accounts funded to ensure they remain active and all partnership efforts are appropriately commissioned.

ShareASale
Part of Awin

Tools and Technology

- **Express Sign Up:** This custom-built landing page can be used by merchants to recruit affiliates not yet active on ShareASale to have them easily join the network. Subsequently, they'll join the advertiser's affiliate program via an expedited sign-up process. Partners joining ShareASale using express sign-up URLs are set as exclusive to the merchant, preventing other advertisers from cannibalizing recruitment efforts.
- **Recruitment Tool:** The Recruitment Tool enables brands to directly invite publishers active on ShareASale to join their affiliate program, providing strategic control over recruitment efforts for active affiliates.
- **Application Review:** Using both Approval Rules and Application Rules, advertisers can optimize the publisher application approval or decline process to avoid being bogged down with some of the more menial tasks associated with program management.
- **Affiliate Segmentation:** Affiliate Segmentation allows for the organization of a brand's publisher base with tagging. A retailer can further optimize by automatically applying using a specific source code in the recruitment URL.
- **Merchant API:** Advertisers can use ShareASale APIs to automate common or repetitive tasks, alleviating themselves of some of the day-to-day program management tasks.
- **Advanced Settings:** There are many advanced tools and technology available to help customize a program based on individual needs and requirements. Options include two-tier commission structures used to incentivize affiliates to recruit new partners on a retailer's behalf, SKU commission structures, advanced linking, and customized tracking.

Reports

- **Transaction Detail Report**: The Transaction Detail Report provides a holistic view of transaction data and offers the option to void or edit sales and set flags on specific sales across any time frame. Specific reporting details can include advanced pixel data like 'new customer,' 'coupon,' 'SKU,' and more.
- **Monthly Payment Review**: This report summarizes all transactions for which a merchant's affiliates will be paid each month. This report provides insight into which partners are performing and how much commission they'll receive.
- **Banner Performance Report**: The Banner Performance Report is an excellent way to drill down to not only which banners are being used but to see which pages links and banners are on. One of the common concerns that retailers have is where their information is shown. This report provides that while also giving transparency to overall program activity.
- **Affiliate Timespan Report**: This is a report that gives brands a quick snapshot of all activity on their account, including clicks, sales, bonuses, and voids, and it's an excellent way to get a complete picture of performance as well as calculate factors like program ROI.

ShareASale
Part of Awin

Advantages and Benefits

Throughout its 20+ years in operation, ShareASale has been a mainstay affiliate network in North America, attracting advertiser and agency partners across all verticals thanks to quick launch times, best-in-class partnership opportunities, and leading tools and technology.

A comprehensive but easy-to-use self-setup allows advertisers and agencies to launch — and ultimately manage—their affiliate programs across an industry-leading platform, making affiliate marketing accessible for everyone from small businesses and startups to Fortune 500 companies. Pair this accessibility with innovative attribution technology, commission flexibility for nearly limitless options, robust day-to-day management tools, and 225,000+ affiliate partners, and you have a network that consistently provides long-term value.

ShareASale's tenure in the space and continual value has attracted a large base of retailers selling a gamut of products across all verticals. Because of this, the platform's expansive catalog of affiliate programs provides a key value to publishers: ShareASale is a one-stop network for partners to find almost any product or service they want to promote. The network makes locating products easy for partners, providing access to cutting-edge technology, like the Product Discovery Bookmarklet Tool. A tool that allows affiliates to check a potential merchant's webpage within ShareASale for matches to product links to monetize content.

ShareASale rounds out its value to publishers by providing access to automation tools like real-time feeds and an API that allows for optimizing every aspect of virtually onboarding a merchant to the platform, giving partners the ability to quickly and effectively launch advertiser offers on their own sites. ShareASale has created a vibrant affiliate ecosystem for retailers, publishers, and agencies to thrive. Building lasting, trusted partnerships is the name of the game, and ShareASale makes it easy.

ShareASale

Part of Awin

Industry and Category Focus

With more than 6,000 brands on the network, ShareASale currently services almost every category. Below are the main verticals and most well-known merchants within each:

Family and Home

- Owlet
- Cricut
- DockATot
- Scrapbook.com
- Claire's

B2B

- Deluxe
- ZenBusiness
- Gusto
- Northwest Registered Agent
- BannerBuzz.com

Mattress and Bedding

- Brooklyn Bedding
- Wink Beds
- Puffy Mattress
- Layla Sleep
- Nectar Sleep

Clothing and Accessories

- Reebok
- Claire's
- Johnston & Murphy

- Pura Vida
- US Polo Association

Subscription Services

- MasterClass
- ButcherBox
- Cratejoy
- Ritual
- LOVEVERY

Additionally, for more than 20 years, Awin–which acquired ShareASale in 2017–has been servicing brands globally across a wide range of sectors within retail and shopping, travel, telecoms, and services, as well as finance and insurance. Today, more than 16,500 advertisers trust Awin to power their affiliate programs, yielding $14 billion in client revenue in 2020 at an average ROI of 16:1. Services range from technology access and client and agency support to fully managed affiliate marketing campaigns.

Publisher Relationships

The Awin Group's publisher management teams around the globe collectively operate with one shared mission: to provide all partners best-in-class service, fit to deliver streamlined support, strategic market insights, best practices, innovative ideas and stronger results across the trusted Awin and ShareASale platforms. On ShareASale, the publisher management team is structured into two divisions: publisher development and publisher success. This allows for addressing the needs of both new and existing partners.

The primary objective of the publisher development team is to present new affiliate opportunities to advertisers and agencies as well as ShareASale internal client services teams. As the market sees publishers increasingly diversify their propositions and new e-commerce technologies enter the affiliate space, the publisher development team focuses on recruiting and activating these partners as they arise to optimize performances and broaden a brand's reach. Larger publishers recruited in 2020 include Klarna, Flipboard, Discovery, NBCUniversal, and Dosh.

ShareASale's publisher success team ensures partners can perform at their optimal potential by leveraging the platform's innovative products and solutions. The team provides incentive partners (Cashback, Loyalty, Shopping Directory, Discount, and Fintech) with guidance and assistance regarding publisher API and real-time transaction notification and query tools.

Editorial content partners (Mass Media, Product Review and Recommendation, Social and Video influencers, Podcasters) benefit from the team's education and support on integrating partners. Outperformers in 2020 include Conde Nast (*Vogue, Wired and Glamour*), CBS Interactive (CNET), Meredith Corporation (*Parenting, Real Simple and Shape*), Wirecutter (*a New York Times company*), and ID.me.

ShareASale
Part of Awin

Attribution Capabilities

ShareASale possesses several industry-leading attribution technologies and tools that allow brands and agencies to build customized and individual commissions based on their own unique criteria. This helps with optimizing the ability to reward partners on all ends of the conversion funnel for their efforts, and it protects a retailer's own sales and revenue. To make implementing ShareASale's dynamic attribution solutions as easy as possible, the network's team of trained client success members will work with advertisers to craft a unique plan based on their individual goals.

Attribution solutions and tracking innovations

- **Commission Rules**: Using Commission Rules, merchants can build flexible and custom payouts based on an almost limitless set of condition options following their own criteria, including product-level commissioning, performance tiers, and tagged affiliate groups.
- **Conversion Lines**: This powerful tool expands the flexibility of an affiliate program. Each Conversion Line represents a path towards a commission for a partner, replacing the "tracking gap" feature of a program and allowing brands to better target program terms that reward publishers at all ends of the conversion funnel, beyond the last-click model. With Conversion Lines, partners can be rewarded for their content that inspired the shopper to check out a brand, even if that customer clicks on other affiliate links closer to checkout.
- **Exclusive Coupons**: With ShareASale's Advanced Tracking Pixel, retailers can create Exclusive Coupons for publishers so that, no matter where the coupon was posted or who picked up that coupon, the sale is always attributed to the publisher for which the coupon was created. Furthermore, brands can force exclusivity to any coupon created, safeguarding their publishers' commissions.
- **Awin MasterTag**: To futureproof sales from increasing browser privacy restrictions and ad blockers, ShareASale brands can now leverage the Awin MasterTag to extend their ability to attribute affiliate sales on ShareASale when other tracking methods are blocked. Ensuring an accurate conversion rate safeguards a retailer's partnership base, keeping them invested in promoting products and services.
- **Influencer Partnership Tracking**: As part of the Awin Group's strategic partnership with Mavrck, the leading influencer marketing platform, ShareASale merchants are able to effectively track and attribute influencer engagement and conversions. Mavrck offers a powerful discovery and CRM toolset that allows brands to easily find, recruit, activate and manage the right creators among millions of influencers across Instagram, TikTok, Twitch, Twitter, Facebook, and YouTube. In addition, customizable campaign and communication workflows afford brands maximum flexibility to scale and automate their programs. With Mavrck's robust reporting suite, brands can evaluate the unique value creators bring to each campaign and analyze key data points via Awin UI reporting to prove brand lift and ROI.

ShareASale
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Testimonials

Advertiser
"ShareASale has been our preferred network for years. Between the ease of use, reporting, and robust capabilities, ShareASale has significantly facilitated the growth of our business. The interface is very straightforward, and if we are unclear about something, their documentation and support teams are immensely helpful. It's very easy for us to customize programs and rules for certain publishers, as well as make quick changes to existing relationships. All our major publishers are on ShareASale, and when we've found someone who is not on ShareASale, the onboarding process has been seamless. We'd recommend ShareASale to businesses of all sizes." – **Daily Steals**

Publisher
"Honey enjoys and appreciates our relationship with ShareASale's publisher success team. They are responsive, fun to work with, and come up with effective and thorough solutions for managing our advertiser relationships. Their team is seasoned, and their work compliments each other. Honey has grown quickly, and ShareASale's team has not only kept up with our increased volume, but they have rolled with the changes we often send their way with kindness and eagerness to work alongside our team to support client partnerships. They are proactive, and we can count on them to always want to do more to build our portfolio and optimize the programs we work with." – **Janna Bowman, Senior Partnerships Associate, Honey**

"The ShareASale publisher management team's commitment to publisher growth has been invaluable to our commerce department. The ShareASale team was able to accommodate onboarding our span of 15 publications to their network with quick and useful support along the way—a much faster and smoother process than I've experienced with other affiliate networks. While onboarding our sites, the ShareASale team conveniently arranged in-office meetings with advertiser representatives, which have led to fruitful and valuable partnerships that would have taken much longer to develop otherwise. Additionally, the team has been extremely responsive and accommodating to work with our unique department setup and needs. This support further led to a network award of best content strategy of the year, which, of course, would not have been possible without the ShareASale team". – **Kara Kamenec, Senior Director, E-Commerce, American Media Inc.**

"Both Awin and ShareASale have a strong offering of advertisers, and the publisher success team proactively explores ways to optimize and scale our affiliate program. Awin and ShareASale are also actively thinking about ways to innovate affiliate reporting, and we're excited about how they will incentivize content publishers to accelerate the growth of their affiliate programs." – **BuzzFeed**

Agency
"Awin and ShareASale's Agency Resource Center has been a great resource when ensuring best-in-class execution for our affiliate programs. Our clients expect the best from us, and this portal provides us with ample resources for using the Awin Group platforms, access to new and exciting partnership opportunities, updates on their innovative tools and technology, and more. We look forward to continuing to use it to support our ongoing mutual success." – ***Jodi Rieger, VP of Client Services, All Inclusive Marketing***

ShareASale
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"After over 20 years in the industry, I still don't trust any platform other than ShareASale. Their value, level of service, and powerful tools are significant resources that let me grow my clients' businesses. The platform is easy to understand while still providing the resources I need to drive a successful affiliate channel. ShareASale is our number one choice for affiliate platform." – **ThriveOPM**

Awards

- #1 Best CPS Network for Publishers 2021, mThink Blue Book's Best CPS Networks
- #2 Best CPS Network for Advertisers 2021, mThink Blue Book's Best CPS Networks
- Best Wellbeing Initiative – Awin: 4 Days 4 Success: A journey to increased employee happiness and productivity, Performance Marketing Awards 2021
- Network of the Year, Affiliate Summit Pinnacle Awards 2019
- #2 Best CPS Network 2018 – 2020, mThink Blue Book's Best CPS Networks
- Top 5 Affiliate Marketing Vendor, Internet Retailer 2020 & 2021 Leading Vendors
- Best Places to Work in 2021, Glassdoor Employees' Choice Awards
- #148 Fastest-Growing Private Company, Inc. 5000 Washington DC
- Affiliate Network Employee of the Year 2018 – Tiffany Tse, Affiliate Summit Pinnacle Awards
- Top 7 Affiliate Marketing Companies 2017, Inc. Magazine

Free ShareASale News, Insights, and Resources

- Awin + ShareASale launch Agency Resource Center
- ShareASale Merchant Program Academy & Resource Center
- ShareASale blog
- ShareASale Webinars
- Awin Group Webinars

ShareASale
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- Awin Group Podcasts
- Awin Report 2021 (plus earlier versions)
- ShareASale Advertiser Sign Up
- ShareASale Publisher Sign Up
- Market Insights Newsletter

At a Glance

Founded:
1998 in Santa Barbara, California

Parent Company:
Publicis Groupe

Tagline:
Dare to think big. Expect bigger results.

Key Facts and Figures:
1bn Global Customers Reached Monthly
Drives $16bn in Annual Advertiser Revenue
150+ Payment Currencies
240 Countries and Territories Served

Example Clients:
Blue Apron, Priceline, J. Crew, Overstock

History of CJ: Driving Intelligent, Scalable and Sustainable Growth

Founded in 1998, CJ (formerly Commission Junction) is the largest and most trusted name in global performance marketing, specializing in affiliate marketing technology and services. CJ drives best-in-class, scalable growth through cutting-edge technology designed to scale, rich standardized data which powers actionable insights, impressive unique consumer reach, and strategic management—all accessible to every client, in all verticals and promotional models across the globe.

As a global network, it has always been CJ's mantra to think big and drive bigger results for its clients. With its 22nd anniversary in November 2021, CJ's pillars have continued to allow them to drive big, meaningful results. Their powerful platform enables cutting-edge solutions like Cross-Device Tracking, Affiliate Customer Insights, Affiliate Customer Journey, Situational Commissioning, Verticalized Integrations, and much more. Through its foundational technology, the company continues to push the envelope to uncover the unprecedented value of the affiliate channel and support increased investment in performance marketing and affiliates.

As part of Publicis Groupe, aligned within Publicis Media, CJ's access to unparalleled data allows them to offer a truly customer-centric approach to affiliate marketing. CJ also makes it easy to identify and engage high-value customers and reward publishers based on value.

The company's people are at the heart of it all. Whether you elect to run your own program from top to bottom, work with an agency partner, or are looking for custom, white-glove service, CJ's staff are bright, skillful, and offer impactful data-driven expertise. It is easy to understand why CJ is the network of choice for publishers and advertisers, offering a far-reaching range of award-winning technologies and services for all clients.

Key Pillars: Technology, Data, Strategic Expertise

At CJ, the team is committed to developing and delivering innovative solutions to enable data-driven growth in a privacy-friendly way. They've built a robust platform that allows for reliable, compliant, and complete tracking, paired with on-demand relationship discovery and development, flexible compensation tools, real-time reporting, and services for all. CJ's access to unparalleled data assets allows it to unlock a truly data-driven, customer-centric approach to affiliate marketing, as well as provide strategic insights to inform winning program strategies. Regardless of the service option that meets your needs today—from self-service to full program management—all clients can benefit from its core offerings.

Cutting-edge technology

Privacy compliant tracking

CJ offers a suite of tracking solutions to mitigate compliance risks to allow both advertisers and publishers transparency into performance in the channel to preserve transaction-based analytics, which is essential for sustained growth and success. In 2018, CJ migrated most of its network advertisers to their now-standard Event ID-based Cookieless tracking solution–a free, privacy-compliant, simple enhancement that solves cookie-loss-related tracking limitations, such as browser-based cookie restrictions and user deleted/blocked cookies. It has continued to iterate on integration technology along the way including its Universal Tag and verticalized integration suite ensuring comprehensive program performance, reporting, and analytics.

With these principles in mind, CJ has developed flexible yet robust integration solutions, leveraging server-side implementations designed to sustain long-term affiliate relationships while honoring consumer privacy rights. These future-focused integrations will establish a firm foundation for future reporting and commissioning innovations and are designed to minimize the frequency of requests for development resources from advertisers. CJ also offers offline, in-store, in-app, mobile, and call tracking solutions for omni-channel programs.

Quick Review - Integration Solutions:

- Direct server-side integration with an advertiser's website with its best-in-class, future-focused proprietary tracking solutions.
- Partnerships with Tag Managers and e-commerce platforms for ease of implementation with existing website technology, including several plug-ins.
- Dedicated support by its Client Integration Engineers for all CJ advertisers.
- CJ also offers offline, in-store, in-app, mobile, and call tracking solutions for omni-channel programs.

Tracking, attribution, and commissioning

At its core, a network's role is to track sales between partners. Advertisers are able to compensate publishers for all activities via the CJ platform. Its robust tracking and reporting offering allows for visibility into online, offline, cross-device, and cross-platform consumer shopping and purchasing behaviors.

Recent privacy and tracking related to GDPR and Apple ITP potentially compromised the cookie-based tracking on which the industry is based. CJ has continued to strongly champion and roll out flexible cookie-less tracking technology solutions that have protected the revenue of all network affiliates, including influencers. CJ strongly believes that all partners should have full transparency into their campaign metrics, and it has designed a network that gives advertisers and influencers equal views into performance.

Recruitment and partnership management

As the largest and most established global affiliate marketing network, CJ offers a vast, quality publisher network that engages with over one billion digital consumers worldwide. It enables a curated, qualified network recruitment process with a strong focus on the ongoing cultivation of a publisher pipeline—all to ensure that programs benefit from scalable growth now and into the future.

Network quality and compliance measures

CJ values quality within its network. Every publisher who joins is vetted monthly for payment approval. In addition, its proactive compliance Content Accuracy System programmatically detects compliance issues, its network quality team, its dedicated program compliance teams, as well as data science teams and solutions, CJ ensures that the network stays pristine. CJ's network provides the foundation needed to curate strong partnerships to drive meaningful growth for their clients.

Actionable data and insights

Standardized data, benchmarking, audience, incrementality & journey analysis

CJ provides deeper, more strategic insights due to the scale, accuracy, and standardization of its vast consumer & competitor data assets. These assets allow it to offer competitive benchmarking, network insights and analytics, customer insights at the program and publisher levels, incrementality analysis, unique audience mapping, affiliate offline impact analysis, and cross-channel customer journey analysis, just to name a few.

As an example, CJ looked at more than 21 million retail consumers and 5.5 million transactions. It found that compared to other channels when affiliate is in the mix, brands see higher conversion rates, higher AOVs, and more orders per customer, which compounds to deliver 88% higher revenue per shopper. Check out its affiliate incrementality calculator to give you an idea of the compounding effect the affiliate channel can have on your business.

Strategic expertise across all verticals

Wherever you are in your affiliate investment journey, CJ offers verticalized expertise, innovative technology, and integrations, as well as strategic support to meet your needs.

Retail: Acquire new shoppers and create brand loyalty through omnichannel experiences. Benchmark affiliate performance against other marketing channels on KPIs such as new-to-file rates, lifetime value, and offline purchase behavior to strategically invest in publishers to meet specific acquisition and retention goals.

Travel: Cutting-edge data solutions allow you to understand your market share, benchmarking against your competition, with strategy recommendations to create customer loyalty and acquire share of wallet. CJ's verticalized integration package captures real-time value indicators at the point of booking and applies them to consumed bookings, delivering partner value-alignment and margin management.

Finance: Drive acquisition for your brand while leveraging industry-leading technology, expertise, and world-class service with a focus on global financial regulations. CJ's proprietary technology programmatically detects publisher compliance issues for rapid resolution. Leverage strategic analytics on KPIs such as application to approval rates and lifetime value, complete with competitive benchmarking to help you understand the true impact of your partnership investments.

Technology & Services: Acquire new customers for your brand with flexible publisher compensation at every stage of the customer lifecycle. Leverage strategic analytics on KPIs like lead quality and conversion rates at each lifecycle milestone, including application to activation rates, lifetime value, and competitive benchmarking. This ensures you'll maximize your partnership investments.

Publisher expertise

Global and regional reach

CJ's clients realize global growth by leveraging its regional market expertise to help them identify opportunities with the most influential publishers. Collectively, this allows them to reach their cross-border and local consumers in over 240 countries and territories.

- Reach more than 1B consumers worldwide—and growing each day.
- Global vision, local expertise. Regional strategies tailored to your business.
- Over 150 payment currencies are available to publishers.

Captivate customers through content

CJ's industry-leading solutions and services, coupled with the largest network of influencers, introduce you to a new type of research-driven shopper. Its Content Certified

Network (CCN) launched as an influencer platform within CJ in 2013 was created as an easier way for advertisers and influencers to connect and form partnerships.

Advertisers get access to the CCN by providing a competitive commission rate and by selecting verticals of focus: Style, Home, Lifestyle, Business, or Tech. It delivers efficiency to advertisers by giving quick access to quality influencers, ranging from larger media publishers to “power middle” influencers. For publishers, it speeds up monetization goals by providing quick access to top-tier advertiser programs at higher commission rates.

The CCN goes hand-in-hand with CJ’s VIP Influencer Campaign service, a white-glove influencer campaign service that oversees all aspects of running a successful campaign. Influencers and media sites that are a part of the CCN are given precedent when casting talent for campaigns, allowing them to earn fees for sponsored content and social media in addition to affiliate commissions. Advertisers love the VIP Influencer Campaigns for their transparency, management, quality, and results.

Testimonials

Publishers
“*I’ve been with CJ for 8+ years, and they are an integral part of monetizing my business. CJ provides easy affiliate partnerships with top-tier, trusted brands which I’ve used to create passive revenue streams. As a member of their Content Certified Network with access to their VIP Campaign Service, I get to work with the brands I love on sponsored content that also drives passive affiliate revenue down the line.*” Jeremy Scott Foster, Founding Editor, - **TravelFreak.com**

“CJ has a wide range of recognizable brands, so it’s easy to find relevant advertisers with terms that are clearly outlined—and I love how quick it is to grab links! In addition, CJ’s invaluable analytics and reporting allow me to refine my affiliate strategy and better deliver content that my readers are responding to. CJ also has a great, approachable team who are always quick to provide support.” – **Sher, SherSheGoes.com**

“CJ has some really excellent tools and features that help us grow our knowledge and understanding of our unique audience and how best to reach and engage with them.” – **Breton Fischetti, Senior Director of Commerce, Business Insider**

“As an international publisher targeting global Chinese, I’m impressed with the performance of the CJ team. They made global expansion a priority and focused energy to educate their merchants and publishers about the opportunity beyond US borders. CJ directly introduced our platform to multiple high-quality merchants leading to a revenue increase of 250% YOY in their network and a Global Excellence Award at their CJU event. We look forward to talking to our contacts Nele and Alex because they understand our business well and realize the potential of our marketplace. I highly recommend them as a network.” – **Jeff Unze, President, BorderX Lab**

Clients

"Barefruit & Protected Brand has enjoyed a close partnership with CJ for over a decade. As the leading global affiliate network, CJ is our platform of choice for two reasons. First, the talent within the CJ team—staff are consistently responsive and quick to suggest new routes to growth. Second, the CJ platform is reliable and user-friendly, allowing us to identify top-performing brands and grow our advertiser base. CJ has been keen to embrace new ideas, and we look forward to working together in the years to come." – Dr. Hani Armstrong, Marketing Director, **Barefruit & Protected Brand**

"Working with CJ's deep bench of knowledgeable development teams, who go above and beyond, has been instrumental to the strategic rollout of the affiliate channel within the PMC portfolio. Having a business partner like CJ that offers material support at a 10,000-foot view and understands the finer nuances of our commerce content strategy at the individual brand level has been incredibly helpful to grow revenue across our properties and building long term relationships." – Barbara Dybwad, **Penske Media**

Corporations (PMC)

"Working with the CJ team is nothing short of seamless. They continuously bring us a variety of new influencers, manage each relationship on our behalf, and help to produce great on-brand content. As we expand our influencer campaigns, we appreciate the CJ team's flexibility and the ideas they bring to the table." – Marketing Director, **an iconic home décor brand**

"CJ's account management has been like having an extended part of our business team. Their proactive outreach and benchmark insights have been a large contributor to both the immediate and long-term growth of our program." – Lynda Mann, Sr. Director of Commerce, **Digital Trends**

Featured Content and Free Resources

- About CJ Affiliate
- Junction: CJ Affiliate's Content Hub
- Junction Live: CJ Affiliate's Podcast
- CJ Affiliate's Reports & Whitepapers
- Q4 Peak Shopping Benchmarks
- COVID-19 Content Resources for Affiliate Marketers
- A Study of Affiliate Customer Journeys (Whitepaper)
- Measure the Incrementality of Affiliate for Your Business

Video Links:

- Affiliate Incrementality: What Can 88% More Revenue Do for Your Business?
- The Power of Affiliate Marketing

impact

Founded:
2008 in Santa Barbara, California

Tagline:
Transforming the way enterprises manage and optimize all types of partnerships.

At a Glance

Key Facts and Figures:
1,600+ Customers Worldwide
600+ Employees
300,000 Vetted and Qualified Influencers

Parent Company:
None

Example Clients:
Target, Walmart, Adidas, Uber

History of Impact

Affiliate marketing has advanced and evolved significantly since the 1990s. Increased internet access and the advent of new media channels have forever altered customer behaviors and habits, while e-commerce has grown tremendously. Needless to say, these advancements have brought change to the affiliate manager's job as well. More potential shoppers and more channels for delivering offers have made managing and scaling affiliate programs more complicated than ever. Affiliate managers need a partner solution that handles the nuanced requirements of a modern program.

Impact is a technology company that has pioneered an entirely new way of approaching performance marketing across the whole spectrum of partnerships. Impact accelerates enterprise growth by providing automation to discovering and recruiting, contracting and paying, tracking, engaging, protecting, and monitoring, as well as optimizing all types of partnerships. This is not only true for traditional affiliates but also across a larger spectrum of partners, including influencers, business-to-business, media houses, mobile apps, ambassadors, social causes, and more.

Impact has grown and evolved from its initial entry in the performance marketing space more than 12 years ago, incorporating new businesses and capabilities to become the market leader that it is today. With 13 offices in nine countries, more than 600 employees, and 1,600 customers worldwide, Impact is the leading partnership management platform.

From Performance Marketing to Partnership Automation

Founded in 2008 in Santa Barbara, California, Impact Radius, as it was known then, launched its first product in 2010. The founding team of Wade Crang, Todd Crawford, Lisa Riolo, Roger Kjensrud, and Per Pettersen shared a vision of a new path forward for performance marketing. In their eyes, the industry would benefit from more transparency. If they could connect performance advertisers directly with their media partners, the founders felt it would create exponential growth for the entire performance marketing industry.

impact

The company entered the market with a multi-channel performance marketing platform designed to create a centralized directory that would list merchants, affiliate partners, and agencies that were actively engaged in performance marketing. These concepts remain a vital part of Impact's offering up to this day.

In December 2015, Impact acquired Clearsaleing, an attribution technology company, to bolster its optimization, attribution, and analytics solutions. A few months later, the company acquired the ad fraud company Forensiq. In 2017, Dave Yovanno joined the company as CEO, and co-founder Per Pettersen moved into the role of Executive Chairman and Chief Strategy Officer.

In 2018, Impact underwent a series of transitions, emerging as the company that it is today in both name and offering. The company rebranded in March, dropping "Radius" from its name and integrating its three solutions (Forensiq, Altitude, and Radius) into one natively integrated platform.

Forensiq handled a program's protection from fraud, while Altitude powered the platform's powerful optimization and attribution capabilities. Radius provided the core management, payment, optimization, and growth capabilities that automated the workflows of traditional affiliate marketing and strategic business partnerships.

Later that year, the company acquired Mediarails, a CRM and growth platform that helps affiliate managers and influencer marketers discover, recruit and engage partners at scale through email automation fueled by a CRM tailored for partners. The addition of Mediarails has powered Impact's partnership automation capabilities, allowing affiliate managers to optimize new and existing partners in even more scalable ways.

As more brands began to recognize that partnerships are a significant source of incremental growth and a new revenue channel, they began to see that Impact's solution offered the transparency and automation they needed to manage robust, mature partnership programs. Uber, Walmart, CapitalOne, and Home Depot are just a few of the brands working with Impact.

In early 2019, Impact secured $75 million in funding led by Providence Strategic Growth (PSG), ensuring that the company could continue to grow its operations and incorporate more tools into its platform.

The company hardly slowed down in 2020, opening a German office, moving its annual Impact Growth conference to a virtual setting, and acquiring ACTIVATE, an end-to-end platform for influencer discovery, reporting, and campaign management.

In July of 2021, Impact announced $150 million funding at a $1.5 Billion valuation to further accelerate their global growth and power productive partnerships, the first unicorn in the industry. Impact has also surpassed $100 million in annual recurring revenue, solidifying its leadership position.

impact

This announcement comes on the heels of Impact's acquisitions of Affluent, and Trackonomics in the past 12 months and demonstrates Impact's commitment to the transformation of the overall partnerships ecosystem. In March of this year, Impact became a Certified App Partner for influencer and affiliate marketing for Shopify Plus and was subsequently promoted to Shopify's over 1 million users.

Key Features and Capabilities

Impact provides streamlined workflows that make it easy to recruit, onboard, and manage traditional shopping cart affiliates, influencers, mobile apps, and other nontraditional affiliates on an affiliate payout model. This is made possible through several features, including a custom CRM, flexible contracting, full support for recruiting, mobile tracking, enhanced discovery, and partner insights.

Recruiting new partners and keeping them engaged takes time, which is why Impact's Partnership Management Platform automates the process through a unique Partner CRM. This is akin to Marketo personalization and drip campaigns and Salesforce relationship management and segmentation but designed specifically for partners.

Impact's contracting system, Dynamic Payouts, lets businesses adjust payout rates based on more than 100 factors. This flexibility gives both the originating business and its partners the freedom to negotiate mutually beneficial terms, such as higher rates for large order values or new customer acquisition. It also allows for split commissions whenever several partners appear in the conversion path. Impact customers can also tailor their contracts precisely for each partner relationship.

impact

As partnerships expand beyond the traditional concept of affiliates, businesses need additional support for recruiting and managing social influencers. Impact provides extensive, automated discovery and recruitment through Mediarails, as well as one-click sign-on from social accounts, a mobile-optimized partner UI, easy vanity link creation, and robust voucher code tracking to manage influencer relationships on a performance basis.

Meanwhile, mobile remains a ripe area of opportunity for businesses pursuing partnerships. However, it's surprisingly hard to make in-app tracking work with traditional tracking links. Even when businesses use an MMP for deep linking, the addition of tracking parameters often creates issues with the user routing.

As a result, many businesses ignore apps entirely and miss out on what could be a massive boost to their programs. Impact's TrueLink solves this issue, providing the deep linking needed to take prospective customers directly to certain pages within an app. This results in two times higher conversion rates, larger average order values, and an increased likelihood to repurchase.

As businesses look to grow their programs, the Impact Discovery tool unearths partners of all types and sizes, allowing enterprises to pinpoint a network of best-fit partners for their campaigns and business goals. This highly visual tool not only gives a full picture of each prospective partner, including an audience and engagement quality report and sample posts but also provides partners with the benefit of incremental revenue from generating new partners.

Finally, Impact's Partner Insights reporting suite delivers instant access to performance metrics and actionable insights. Partner Insights provides eight reports that take advantage of Impact's cross-channel tracking and cross-device identity matching, delivering data such as incremental partner contribution, customer lifetime value (LTV), and crediting analysis. Businesses can see full conversion path data, ensuring partners are neither over- nor

under-compensated. Partner Insights also takes in data from other channels to dedupe and report on channel incrementality. It can display the lifetime value of customers that a company's partners participate in acquiring.

Advantages and Benefits

Building a partnership program that can drive as much growth as well-established channels like sales and marketing requires scale—and managing hundreds or even thousands of individual partnerships requires efficient processes. However, many existing partnership teams operate in silos, so there's no understanding of the unified value of existing partnerships. This makes it hard to recruit, manage, track and optimize partnerships effectively.

Impact allows brands to manage all aspects of a performance- or value-based partnership program in one place. Its tools enable partnership leaders to contract and pay partners globally with ease, across multiple languages and currencies; discover, recruit and engage their next partners; and verify and assess the value of each transaction.

In the past, brands have tended to use disparate solutions with disparate measurement systems. Impact's all-in-one solution provides full visibility and optimization, managing the entire life cycle of all types of partnerships—affiliate and beyond. It has taken the best of performance marketing and applied it more widely to all business relationships, with an off-the-shelf offering suitable to all types of strategic B2B partnerships—especially affiliate relationships.

There's no longer any need to cobble together various discovery and recruitment tools or spreadsheets. By helping companies track sales and activity from other channels in the customer journey, Impact determines the incrementality of the partnership channel.

Impact's controls eliminate wasted marketing spend through deduping, promo code management, and reducing SaaS and network fees.

Perhaps most important of all are the benefits realized through automation. Impact reduces operational expenses, helping organizations refocus resources on increased output. These efficiencies also reduce the staff work required to operate and grow a revenue-generating program. Decreased time to partner productivity helps programs mature much faster and leads to predictable spend on the partnership channel moving forward.

A survey Impact commissioned from Forrester Consulting—which considered the views of more than 450 decision-makers across North America, Europe, and the Asia Pacific—found a clear correlation between a business's partnership program maturity and a business's ability to meet and exceed revenue and growth goals. It found that mature partnership programs produced double the income of low-maturity programs.

Impact's platform has even prompted clients to move away from investing in sales and advertising to focus on partnerships, thanks to stellar results. In fact, according to a January 2020 study by Forrester Consulting, companies using the Impact averaged a 314% three-year ROI and a six-month investment payback.

Businesses can do this because Impact provides the structure to engage with partners and grow through quality. When an enterprise understands the true value of a partner, it can contract and pay on valued events, such as lifetime value, customer journey position, last to click, or SKU. With access to partner audience quality insights and data, companies can grasp the incremental value that each partner drives.

Again, automation brings efficiency, and Impact makes it easier to identify and recruit partners outside of the traditional network ecosystem, contract directly with those partners and connect with customers in a meaningful and authentic way.

The platform is available in more than 40 languages and can seamlessly convert between nearly 80 currencies, with all taxes automatically accounted for. The contracting system has been designed to be applicable to all industries. It also enables businesses to adjust payout rates based on more than 100 factors.

A Partnership Solution Across All Verticals

Impact serves a wide range of well-known brands across a variety of verticals, including retail/e-commerce, travel, beauty, fitness, financial services, and fashion. In the affiliate space, Impact helps brands like Adidas, Airbnb, Allstate, HSBC, Levi's, and L'Oreal connect to new audiences through a wide range of affiliate partnerships.

The Impact platform can be used across any vertical looking to leverage the opportunity in the affiliate and partnerships space. In fact, some of Impact's greatest recent success stories come from businesses in verticals that are not traditionally aligned with the affiliate space. For instance, financial services companies are learning that partnerships

can help them navigate the rough waters of economic uncertainty in 2020.

In one example, Impact helped the app Drop automate payments to its affiliate publishers each month and use bulk messaging, cutting down on one-to-one email outreach. Drop asks users to link their credit cards to the app and then rewards them with gift cards for shopping at their favorite brands. Users link their credit cards to the app, shop, and then redeem points.

Drop was looking to drive customer acquisition, and while it had some success with premium affiliate publishers, it was running into two problems. First, tracking, messaging and payments to the partners were manually burdensome. Second, Drop also wanted to pay partners on a cost-per-acquisition basis to enable greater predictability in its budget.

By using Impact to connect with its affiliate partners and automate the process, Drop achieved 15% incremental growth. By moving to a CPA model, it was able to pay partners when they drove new, verified users who linked their card to the app for the first time. Now, Drop's affiliate partnerships have brought in 15% or more of all new users.

Another recent case is Rastelli's, the premium protein supplier. Rastelli's was able to quickly pivot its partnership focus amid economic uncertainty, developing new publisher relationships that helped it seize a unique opportunity.

When COVID-19 forced hotels and restaurants to shut down, Rastelli's was forced to shift focus to its direct-to-consumer business. The brand's partnership strategy had to follow suit. The brand and its agency used Impact to execute a well-orchestrated, diverse, and synergistic performance-based partnership program that completely recalibrated the company's revenue potential.

In doing this, Rastelli's and its agency developed new kinds of publisher relationships. Prior to COVID-19, many top mass publishers avoided performance-based deals, preferring traditional CPM or flat-fee ad placements. As ad revenue declined amid the uncertainty of stay-at-home orders, publishers began to see the earning potential of performance partnerships, thanks to data Impact shared from other performance-based partnerships. As a result, Rastelli's and its agency DMi negotiated hundreds of commerce content placements for Rastelli's that both generated sales and increased brand awareness.

Helps Partnerships Seize Revenue Opportunity

Impact works with the largest referral partners and content publishers in the world, such as BuzzFeed, FinanceBuzz, and Ziff Davis, as well as smaller publishers that appeal to very specific audiences. This helps Impact's affiliate partners achieve great scale while also helping smaller niche publishers that serve as the authority on a certain topic or category to monetize their audience.

Impact's partnership marketplace makes it easy for publishers of all sizes and specialties to connect with top brands that align with a publication's audience and preferences. The

impact

marketplace gives affiliates the tools they need to reach out to hundreds of potential partners, manage their partnerships, enjoy transparent reporting, and monetize their content for maximum revenue.

Through the marketplace, affiliates get direct access to global brands across several verticals, including retail/e-commerce, travel, beauty, fitness, financial services, and fashion. Impact provides direct contact information that affiliates can download and use to kick off their email outreach.

Affiliate publishers that work with Impact have access to flexible payment options and the ability to withdraw funds on a set day whenever their balance reaches an established threshold. Payments can be processed via direct transfer, BACS, or PayPal and in whatever currency the affiliate partner chooses. Impact's comprehensive tracking also allows affiliates to negotiate the payment terms that they want based on a variety of metrics, including introducing new customers and earning a payout if those customers convert.

Publishers that choose to work with Impact gain access to exclusive promo codes that ensure they are getting credit for influence on customers, even if other websites or partners promote the unique code to bypass the attribution system.

The partner marketplace also includes access to Impact's Products Pages, a catalog of more than nine million products. This makes it easier than ever for affiliates to find a product they want to promote, grab a snippet of HTML code, and embed the offer on their pages—the same way they would use traditional banner ads.

A Transparent View of the Customer Journey

Attribution is one of Impact's key differentiators. Affiliate managers need attribution solutions to not only understand, assess and optimize their program performance but also to root out potential cases of affiliate fraud. By providing these two important insights, Impact helps businesses better allocate their spending and protect themselves from wasting money on fraud.

The primary goal of any attribution solution is understanding and measuring the customer journey across channels. The explosion of media channels has created infinite touchpoints and variable paths to conversion. Traditionally, affiliate reporting and performance data were not easily accessible, transparent, or comprehensive. Without a clear view, managers couldn't see the performance across their campaigns and often grew frustrated.

Impact solves this by providing transparency alongside a full range of capabilities, including product-level attribution, multi-funnel conversion reports, lifetime value metrics, and specialized integrations with technology partners.

This full-picture access ensures that data can be ingested, normalized, and measured uniformly. Rather than trying to match one partner's clicks to another's conversions, Impact allows businesses to use ROAS and incrementality to objectively and fairly compare affiliate performance across channels.

impact

Impact's attribution capabilities also help bring affiliate programs into the present, moving past the historic last-click model. It's obvious to everyone working in affiliate marketing that many partners play a role in the customer journey, and mature, thriving partnership programs reward value beyond the last click.

Affiliates that attract new audiences but don't receive the last click before conversion are incredibly valuable parts of a program and should be compensated for their contributions. Impact helps businesses aggregate and view all their partner touchpoints along the customer journey and provides insightful journey reports to ensure that these partners receive their due.

Last-click attribution is also a frequent target of bad actors looking to game an attribution to claim payouts for conversion events they didn't create. Impact makes it possible to verify all transactions and catch fraud as early as possible, allowing businesses to reverse credits before making payments.

This is applicable to toolbar injections as well. Widely debated in the affiliate space, these apps inject offers or coupons based on the sites that users browse. While some do offer value, fraudulent toolbar injections are nothing more than shopping cart affiliates that eat into the margin. Impact provides the tools for measuring incrementality to understand whether toolbar injection claims are legitimate or attribution fraud.

Impact also helps affiliate managers deal with the issue of expired coupons. Impact provides the controls businesses need over coupons and codes if they leak. These "whitelist" and "blacklist" controls allow managers to shut down certain codes if they are being abused and restrict payouts on leaked codes. Impact helps ensure that partners receive credit for their codes in a way that's fair to both the business and the affiliate partner.

Optimize your Program

Impact offers a unique group of reports and features that allow users to drill down into

their data further than our standard reporting offering.

Impact Data Lab is our custom report builder that empowers users to manipulate large amounts of data to answer complex questions about their partnership program. Data Lab replaces Excel and Google Sheets with features that enable users to easily visualize data with drag and drop functionality and quick load times to reduce time to insight.

Additionally, the sandbox nature of Data Lab allows users to create multi-chart views to analyze side by side and is the ideal place to present findings. Users can create and save reports to automatically run daily, weekly, monthly, or even quarterly. The Impact Data Lab ultimately gives our clients the tools they need to work and mold the expansive amount of data on our platform and allows them to surface actionable insights.

While creating custom reports and data manipulation is important, equally important is the ability to forecast out program performance. Impact has developed and implemented three new reports focused on forecasting and anomaly detection.

Forecasting for Partnerships predicts how user's KPIs are likely to trend over the next 90 days, allowing them to see how they are pacing to your goals based on a number of inputs. As a partnerships manager, you can know in advance when to sit back and relax (because pacing indicates you're likely to crush your goals) and focus on other areas of growth. Or, if forecasting extrapolates you will miss your KPI goals, users get an early enough warning to go on overdrive and take additional actions to spur growth.

Anomaly Detection displays a range of predicted values on the performance by Partner. When the range is displayed, the user can see if the actual data fell within the range we had predicted, and if it falls outside of that range, there may be investigation needed. It's a quick, visual way to highlight areas of potential analysis. Our Anomaly Detection is built on a model that uses a 95% confidence interval. There is an upper and lower bounds value we forecast and something would become an "anomaly" if it performed above or below the 95% threshold.

PARTNER	TOTAL CLICKS	TOTAL ACTIONS	TOTAL REVENUE	TOTAL ACTION COST	OTHER COST	TOTAL COST	CPC
	1,126,865	103,155	$12,931,026.80	$564,443.47	$148,812.11	$813,255.58	$0.72
Partner A	156,217	38,853	$5,088,269.78	$279,757.32	$33,566.05	$313,323.37	$2.01
Partner B	108,950	21,204	$2,651,899.84	$158,946.17	$0.00	$158,946.17	$1.46
Partner C	50,551	8,558	$1,042,479.71	$19,503.73	$5,000.00	$24,503.73	$0.48
Partner D	28,535	5,395	$643,359.39	$11,790.17	$13,834.00	$25,624.17	$0.90
Partner E	17,069	3,564	$553,055.55	$29,339.56	$19,500.00	$48,839.56	$3.45

Forecasting and Anomaly Detection is built into three reports; Forecast by Partner, Performance by Partner with Anomaly Detection, and Anomaly Detection Summary.

Monitor Compliance at Scale

Most partnership programs have guidelines in place to prevent their partners from bidding on the advertiser's branded keywords in paid search. This common-sense measure ensures that partners are not cannibalizing the brand's paid search efforts and driving up the cost of their trademarked keywords. However, brands must vigilantly enforce those search policies to ensure their partners are following the rules.

Today, many brands use third-party tools to find and resolve search compliance violations. Those tools typically crawl search results pages for potential violations and allow the brand or their service provider to send a message to the offending partner when a violation is found. Impact offers a fully self-serve search compliance solution, which not only scans search engines for violations but can also notify partners and drive issue resolution with no input needed from the brand.

Once a brand completes the initial setup by program and by plugging in the keywords they want to monitor, Search Compliance does the rest. When the tool finds a violation, it automatically emails the partner associated with the offending ad. If the ad is still up after a predefined grace period, the tool sends a follow-up email. Once Search Compliance is satisfied that the partner is no longer bidding on the protected keyword, it will close out the violation ticket automatically.

Search Compliance displays a list of active violations, allowing users to keep tabs and follow up manually when necessary.

As the first fully automated tool on the market, Impact's Search Compliance is a major step forward for the industry. By reducing (and often eliminating) the need for human intervention on the part of the brand, the tool drastically cuts down the time and effort required to enforce paid search policies.

Get SMBs Setup on the Affiliate Channel Fast

In March 2021, Shopify Plus selected Impact to be a Certified App Partner for eCommerce merchants to quickly launch and automate their influencer and affiliate marketing programs.

The Impact x Shopify app allows merchants to integrate with Impact in minutes without any developer involvement. Thousands of Shopify Plus merchants are small to medium-sized businesses that lack the resources to run large-scale partner programs. By gaining full access to the Impact platform through the Shopify app integration, these smaller merchants can launch their affiliate programs immediately and start generating partnership revenue quickly.

Partnerships have become a critical tool for SMBs to connect with new customers and drive sales. And with upcoming changes to individualized ad targeting along with growing distrust of display advertising, affiliate partnerships have become a more efficient, high-performing alternative for marketers seeking new customer acquisition channels.

Building Scale and Capabilities

Over the past decade, Impact has made several acquisitions to grow its technological capabilities and build a comprehensive, all-in-one solution for running partnership programs.

Impact's latest acquisitions came in the form of Trackonomics in March of 2021 and Affluent in April of 2021.

Trackonomics is a suite of tools designed to help content publishers, brands, and agencies create, analyze and optimize affiliate content at scale. They were founded in 2014, with the mission to take traditionally messy, patchy, and siloed affiliate data and make it clean and transparent. Their focus has been primarily aimed at making affiliate e-commerce a lucrative monetization strategy for publishers. They pride themselves on being the world's first and only DMP for e-commerce affiliates.

Affluent is an analytics platform for the modern agency that aggregates data from all of the agency's clients' affiliate platforms into one dashboard and helps them save time, optimize programs, and grow their business. Founded in 2017 out of frustration with how partnership programs were managed, hundreds of browser tabs and unruly excel spreadsheets, Affluent's mission from the start was to build and promote a better way to manage partnership programs at scale.

These acquisitions represent Impact's investment into the Partnership Ecosystem ensuring that all players in the space are equipped with the technology and support they need to succeed.

Impact's acquired ACTIVATE in August of 2020. ACTIVATE is a leading influencer brand and SaaS platform for influencer discovery, reporting, and campaign management, which handles partnerships across all major social platforms. The acquisition gives Impact a massive marketplace of more than 300,000 vetted and qualified influencers—by far the largest in the world.

ACTIVATE is the latest in a series of successful acquisitions for Impact and the first since the company raised $75 million in funding in 2019. Every company that Impact has acquired has become a vital component in the platform, helping Impact build the comprehensive solution that helps affiliate marketers automate and simplify the process of discovering, recruiting, onboarding, optimizing, and reporting across all types of partnerships.

Impact's first acquisition, Clearsaleing, in 2015, was integral to building out the company's attribution capabilities, helping businesses understand how different partnership channels were contributing incremental performance.

Impact added Forensiq that same year, giving it best-in-class fraud detection capabilities. Forensiq's technology is now incorporated directly into Impact's platform, serving as a vital safeguard against affiliate fraud.

In 2018, Impact acquired Mediarails, a platform designed to help discover, recruit and engage digital media partners across partnership programs. Like Impact, Mediarails was built to give businesses greater transparency into their performance and affiliate relationships, making them a natural fit for acquisition and integration. The company's automation capabilities are a huge part of what helps make Impact the platform of choice for so many companies operating mature partnership programs.

Free Featured Impact E-Books and Webinar:

1. Ebook: What's the channel hotter than paid search?
2. Infographic: Influencer partnerships: How to manage the full life cycle
3. Ebook: Affiliate marketing is dead
4. Ebook: How an affiliate programs works — from first click to payout
5. Infographic: 4 powerful reasons to choose partnerships
6. Research report: Smooth the partnership journey by learning from high-maturity companies

At a Glance

Founded:
2015 in Toronto, Canada

Parent Company:
None

Tagline:
The partnerships platform that ignites growth.

Key Facts and Figures:
800,000+ Partners
120% Year-Over-Year Partner Growth
180+ Employees

Example Clients:
Evernote, Unbounce, Asana, Intuit

History of PartnerStack

PartnerStack was founded in 2015 by co-founders Bryn Jones, Jonathan Mendes, Luke Swanek, and Neil Chudleigh through the startup incubator Y Combinator in 2015. They'd previously built another product together, but pivoted to building a partnerships platform when they realized that the most successful part of their product was the partner program they'd built for it — but existing tools for scaling SaaS partner programs left much to be desired.

Today, PartnerStack has grown to over 180 employees and supports some of the fastest-growing SaaS companies in scaling their partner programs, including monday.com, Intercom, Webflow, and Aircall. Partners in the PartnerStack network drive over $120 million in annual revenue for programs on PartnerStack.

The platform is ranked #1 in Partner Management Software by leading business software review site G2, which also named PartnerStack one of the Top Products for Sales and Fastest Growing Products in its 2021 Best Software list.

In May 2021, PartnerStack announced it had raised $29 million in its Series B round of funding from investors 3L, Whitecap Venture Partners, HarbourVest, and RRE Ventures.

Key Features and Capabilities

Manage multiple partner channels

Whether you're looking to close more deals, generate more leads or bring traffic to your next campaign, PartnerStack is built to handle every kind of partnership—and all of them at once.

- Track partner links, leads, and deals inside PartnerStack.
- Manage and engage your partners with triggers and automated systems.
- Embed customer loyalty programs directly into your product.

Maximize partner performance

Programs that prioritize engagement generate more revenue. PartnerStack helps you create custom experiences for each of your partner channels, nurturing new partners into top-performers.

- Create partner groups with unique reward structures and content.
- Automate partner onboarding with custom forms and email flows.
- Host partner marketing assets inside your partners' dashboards.

PartnerStack

Automate partner payments

One of the most common reasons companies move their program to PartnerStack is that they're tired of wasting time making sure partners get paid every month. PartnerStack pays partners for you.

- Receive a single monthly invoice, paid by credit card or ACH.
- Partners withdraw their own rewards through Stripe or PayPal.
- Comply with global regulations and give your finance team visibility.

PartnerStack

Find the right partners

Thousands of agencies, resellers, and marketers already use PartnerStack to generate recurring revenue for themselves and for businesses like yours. PartnerStack connects you to all of them.

- Immediate access to thousands of partners to launch your program.
- Acquire partners who already successfully sell to your target audience.
- Position your product alongside other top-tier SaaS offerings.

PartnerStack

Advantages and Benefits

Scale any (and every) type of partner program

PartnerStack is built to manage every type of partner relationship, from affiliates to referrers, resellers, and more. Many platforms focus on a specific type of partner, like affiliate management, at the expense of including any others. When you want to scale beyond that original channel, you could be forced to find a new platform to manage it. PartnerStack supports link attribution, lead referral, and deal submissions right inside the partner dashboard, so you'll never need to look for other software as you scale.

Connect to B2B-focused partners

Partners in the PartnerStack network drive over $120 million in annual revenue for programs hosted on PartnerStack. When you run your program on PartnerStack, you gain the ability to promote your program to the affiliates, agencies, resellers, and other partners already using the platform, making it easy to recruit more of the right partners.

Automate partner onboarding and enablement

PartnerStack is designed to help you communicate with partners and help them sell more. The most successful partner programs use automated onboarding and make resources easily available to partners, helping them understand how to effectively promote each product. Yet many PRMs expect you to use other platforms to communicate with your partners. PartnerStack makes it easy to build custom email flows and unique resource libraries for every type of partner.

Give partners a great experience

Partners get their own dedicated partner dashboard built for their needs. PartnerStack is a two-sided platform with dedicated dashboards for both program managers and their partners. Partners can message program managers, generate custom links, refer leads and deals, access educational resources, take on challenges with special incentives, withdraw their rewards, and more.

B2B Industry and Category Focus

PartnerStack is the only partner network that can support B2B SaaS offerings and has the integrations required to support the B2B customer lifecycle (e.g., free trials and non-instantaneous sales processes).

PartnerStack works with some of the largest and fastest-growing SaaS companies in the world. It supports customers like Evernote, Unbounce, Monday.com, Asana, Intercom, Bill.com, and Intuit in launching, managing, and scaling their partner programs.

PartnerStack

While indirect marketing and sales isn't a new approach, there's been an explosion of interest in partnerships from SaaS companies looking for low-risk ways to quickly scale up acquisition and revenue. But why do partnership channels work so well with SaaS?

Unlike physical goods and on-premise software, SaaS products can be distributed and sold at high volume without incurring higher costs. What costs SaaS companies money isn't getting the product to customers—it's getting customers to discover and care about the product.

Smart SaaS companies started to realize that by incentivizing partners outside their companies to promote and sell their products, they could reach many more kinds of customers than they could with direct marketing and sales alone. And because partners only get paid when they successfully drive business, the costs involved are so low that a well-managed partner program quickly pays for itself.

The partners promoting those SaaS companies also realized that businesses buy software in bundles. A business looking to launch a new marketing campaign might require multiple new tools working together, such as Unbounce (landing pages and conversion optimization) and Workato (marketing automation), to get the results they want. Partners that can position and sell multiple products together end up generating more revenue for themselves and all of the companies they work with.

Despite the proven success of partnerships in selling technology, the technology and tools companies use to manage those partnerships haven't kept up with what program managers and partners need.

PartnerStack is the first PRM designed for the realities of modern partnerships, allowing companies to manage multiple programs and partner groups and allowing partners to join programs across multiple companies in the PartnerStack platform.

"**PartnerStack has been essential** in building a scalable process for onboarding, engaging and rewarding partners, with a team that's supported us immensely **as we've grown partnerships into a major acquisition channel.**"

Anca Bujor
Channel Partnerships Manager, Unbounce

Publisher Relationships

PartnerStack works with both B2C and B2B software publishers, helping companies establish strategic affiliate relationships with relevant publishers in the PartnerStack network.

The PartnerStack network has over 800,000 total partners and is growing at 120% year-over-year. These partners range from agencies, consulting firms, and individual consultants to large publishers. Examples include The Blueprint by Motley Fool, WordPress, Banks and Financial Institution partners, and SiteBuilderReport.

Within the network, you can expect to find affiliate partners that operate:

- Software Recommendation Sites
- Industry Content Hubs
- News and Media Sites
- Partners with large email databases/regular newsletters/social media followings.

PartnerStack has a dedicated Partner Experience Team that works with the largest partners on their network, identifying opportunities to partner with their customers.

Attribution Capabilities

PartnerStack's tracking and attribution give affiliates full-funnel insights into how they are performing—including real-time visibility into their earnings—all with industry-leading CRM and billing system integrations.

Specifically, this means that:

- Affiliates can create custom links as well as leverage pre-created links from the company they are working with.
- Tracking is in real-time since PartnerStack connects to a company's billing system. This means affiliates have continual access to how they are performing.
- Affiliates can see how much they have earned and can cash out their earnings right from their dashboard.
- Since PartnerStack integrates with the end client's CRM, affiliates will be able to see the current stage their referred clients are in as they move through the vendor's sales pipeline.

PartnerStack is enhancing its attribution capabilities even further, with exciting announcements to come.

Free PartnerStack Resources

- B2B buyers guide to partnerships software
- G2 Partner Management, PartnerStack page
- What great partner onboarding looks like, with examples

Partnerize

At a Glance

Founded:
2010

Parent Company:
None

Tagline:
A Better Way to Partner

Key Facts and Figures:
1,750+ Brands and 750,000+ Partners
218 Countries and Territories Worldwide
60 Payment Currencies
$7 Billion in Partner Sales Annually

Example Clients:
27 of the World's Top 100 Brands

History of Partnerize

Founded in 2010, Partnerize is a global partnership management solutions company that drives more than $7B in transactions and $600M in partner payments annually. The Partnerize platform is the only of its kind to deliver a fully integrated, comprehensive suite of discovery, recruitment, optimization, payment, brand safety, and fraud prevention capabilities for marketers seeking high transparency, scalable subsidy to alleviate pressure on their unit economics as a result of over-dependence on primary sales and marketing channels.

From the beginning, the company's vision has been to turn partnerships into profit centers. Partnerize recognizes the enormous potential for partnership and affiliate programs to drive profitable business growth. However, they believe that the legacy affiliate network model is antiquated and ultimately limits the industry.

Partnership is an ideal growth engine for your brand because it not only offers automation and scale but it's also built on a pay-for-performance model, giving you the operating leverage necessary to compete and thrive in any climate. These characteristics deliver results and an ROI that gives you operating leverage versus CPM-based, or paid, media channels that are increasingly expensive and dominated by just a few large tech companies.

While the partnership channel delivers the results today's marketers need most, it's been inhibited from achieving its full potential as part of the marketing mix due to limited category knowledge and expertise—a challenge further exacerbated by legacy affiliate providers and their failure to innovate technology and educate marketers.

With the Partnerize platform, the obstacles of manual workflows, limited options, missing data, and black boxes become relics of the legacy network model. Partnerize empowers marketers to eliminate those constraints with tools and technologies that automate

workflows, expertise to optimize performance, and a complete suite of brand safety and compliance capabilities to reduce fraud, protect your brand and maximize return on media investment.

The original name for Partnerize was Performance Horizon Group. In 2018, the company rebranded to a trading name of Partnerize to better reflect its focus and vision.

In order to provide leading brands with a single destination to manage their partner lifecycle, Partnerize acquired two businesses in 2020. In April 2020, Partnerize acquired BrandVerity, the leading provider of paid search monitoring and web compliance solutions for the partnership and search industries. In July 2020, Partnerize acquired Pepperjam, a leading technology and services provider in the affiliate industry in North America. Following the acquisitions, Partnerize became a leader in partner automation.

The company now serves 1,750K+ brands and 750,000K+ partners including 250K influencers across 218 countries and territories worldwide and conducts business in 60 currencies. More than 1,000 leading retailers, 27 of the world's top 100 brands, 12 international airlines, 10 of the largest telecoms, and hundreds of other global brands rely on Partnerize to drive more than $7B in partner sales and support $600M in partner payments every year.

Key Features and Capabilities

Partnerize supports winning marketers with an end-to-end partnership platform that automates traditionally tedious tasks associated with partner management to help you find and convert your target audience at scale through:

- **Discovery**: Recruiting right-fit partners that reach target audiences shouldn't be difficult. With Discover, it's easy. Tap automated, data-driven recommendations from an

Partnerize

ecosystem of 750,000+ partners and 250,000+ influencers within the Partnerize platform and beyond. Alternatively, marketers can curate a private network by inviting existing partners to campaigns through a branded onboarding experience that keeps partnerships exclusive.

- **Track**: Scalable, flexible tracking infrastructure that powers partner channel insights. Optimizing partnerships for profitable growth requires actionable, data-driven insights. Track provides the framework necessary to gain transparency into unlimited data points across your partnership program. With Track, marketers can easily implement solutions such as first-party, server-to-server, batch, and mobile app tracking, or leverage Partnerize's suite of ecommerce plugins for turnkey partner program activation.

- **Manage**: Manage: Drive results with progressive communication, collaboration, and commissioning flexibility. Last-click partners are not exclusive contributors to conversions—valuable touchpoints occur across the entire path to purchase. Manage provides you with the necessary flexibility and transparency to deploy effective communications and equitably reward partners for their role in the consumer conversion journey, thereby further incenting these partners to fuel your unique business goals.

- **Measure**: Take control of your partnerships with reporting built for performance marketers, by performance marketers. Sophisticated marketers don't allow attribution to happen in a silo. Measure provides accurate, actionable data to better inform your spend allocation decisions that will offset big-picture customer acquisition costs. With Measure, marketers have full visibility into partner ecosystem performance and customer journey data—critical transparency for turning advertising into a profit center.

- **Pay**: Simplified deployment of global partner payments in their desired currency and frequency. Remitting prompt, precise rewards is key to effective partner management–payment distribution that quickly becomes cumbersome when executed manually. Pay powers effortless payment processing for marketers and their partners using integrated solutions for evaluating transactions, generating invoices, and automating payouts of global partner rewards.

- **Protect**: The partner channel's leading comprehensive brand safety and fraud prevention solution. Manual compliance audits are endless, time-consuming, and ineffective. Protect is Partnerize's "always-on" fraud detection and automated compliance monitoring solution that ensures brand safety and cost control across your partnerships.

Partnerize

Advantages and Benefits

Industry-leading software plus available services

Partnerize offers innovative partnership automation software and a team of experts to help you achieve profitable growth from your partnerships. Whether you need short-term support to quickly ramp up your partnership program, or you have long-term aspirations to establish an in-housing practice, Partnerize is the only provider that offers both, giving you the optionality you need.

Partnerize believes marketers' needs should dictate everything—from service to pricing models. Partnerize offers innovative software and a team of experts to help you achieve profitable growth from your partnerships. Whether you need short-term support to quickly ramp up your partnership program, or you have long-term aspirations to establish an in-housing practice, Partnerize is the only provider that offers both, giving you the optionality you need.

Other Key Differentiators

Any Form of Partnership: Unlike legacy affiliate networks, Partnerize enables you to find, optimize and reward a range of performance partners, including affiliates, influencers, content partners, referral programs, loyalty, card-linked offers, and brand-to-brand. This makes partnerships more efficient and enables you to scale the channel into a true profit center for your brand.

See how Partnerize defines and supports the entire partnership channel.

Process Automation: Partnerize simplifies and streamlines many of the manual and error-prone tasks of partnerships to make your agency or internal team more efficient and to free up time for more strategic work.

Enterprise Capabilities: Many affiliate and partnership solutions were built to support SMB customers. They offer simple tools, but very limited capabilities. By contrast, Partnerize delivers the industry's most feature-rich platform with these specific advantages for enterprise businesses:

1. AI-Powered Partner Discovery and automation.
2. Ability to commission to any KPI (e.g., new versus existing, AOV, LTV, split commissioning, etc.).
3. Ability to track all traffic and conversions from any device and in-apps and append all tracking with unlimited parameters (e.g., size, color, brand, SKU, class of service).
4. Ability to track offline coupons and vouchers.
5. Industry's most flexible reporting.

Partnerize

Fully Integrated Across the Technology Ecosystem: Partnerize believes marketers should have the ability to easily integrate their partnership channel data with their technology vendors of choice. We are leading the charge on open, integrated stacks for multi-touch attribution and turnkey e-commerce platform integrations to accelerate ramp times and minimize resource tax. The Partnerize platform is API first and fully integrated with your preferred vendors for mobile, multi-touch, and cross channel attribution measurement, commerce, and tag management.

International Capabilities: Partnerize operates in 220 countries and territories worldwide. Most legacy affiliate networks and tech providers are focused on a single country or, at most, a few key markets. Working with Partnerize, you can manage and grow your program virtually anywhere in the world without having to rely on multiple providers or cobbled together reporting. In addition to platform availability in 28 languages and tech support available in 80 languages, Partnerize offers a payment solution that can deliver money to partners virtually anywhere in the world.

Industry and Category Focus

Partnerize works with more than 1,750 brands worldwide supporting clients across retail, Travel, Telecom, Finance, Subscriptions, and DTC categories, including:

- **Top 100 Brands**: 27 of the world's top 100 brands.
- **Retailers**: More than 1000 leading online and "brick and click" retailers, including four of the top five retail chains.
- **Tech Companies**: Three of the top four tech companies.
- **Travel**: 12 leading airlines, more than 40 hotel brands, and more than a dozen OTAs.
- **Telecom**: 10 leading global telecoms.

Partner Relationships

The Partnerize platform provides a single destination to find, recruit and optimize a diverse partner makeup including:

- **Traditional Affiliates**: All classes of traditional affiliate partners, including the leading affiliates in major markets worldwide.

- **Content**: Partnerize is unsurpassed in integrations with leading premium content publishers worldwide. This class of partners is the fastest growing on the platform in terms of publisher counts and revenue growth.

- **Influencers**: Partnerize accommodates the influencer programs of many brands, and also has pre-built integrations with leading influencer platforms (e.g., Sideqik, Zine) for those brands that want to combine performance reporting with traditional social-centric influencer metrics.

- **Card-Linked Offers**: We work with leading providers in North America, EMEA, and APAC in this fast-growing partnership sector.
- **Ambassador/Loyalty Programs**: A number of clients leverage Partnerize to manage and compensate their networks of employees, brand ambassadors, and loyalists.
- **Leading Brands**: Dozens of leading brands leverage Partnerize to simplify forming and executing brand-to-brand alliances worldwide.

Partners that work with Partnerize gain access to hundreds of exclusive campaigns and our advanced software that makes earning commissions and getting paid faster and easier.

Platform Advantages for Partners

Our platform offers powerful benefits for Partnerize partners.

- **Partner Team**: Dedicated partnerships team for training, support, and growth ideas.
- **Recruitment**: Brand discovery tools that make it easier to find and join campaigns.
- **Relationships**: Ability to form direct relationships with brands versus working through network middlemen.
- **Intelligence**: Richer data and insights for targeting and performance optimization.
- **Faster Payment**: Streamlined payments in their currency of choice.

Attribution Capabilities

Partnerize gives marketers the attribution flexibility necessary to maximize the benefits of their partnerships with:

In-Channel Attribution: Some companies are focused on ensuring that all partner touches are understood/compensated in the customer journey. Many people don't realize that often there are multiple partner touches in an individual customer journey.

In partnerships, we generally talk about three kinds of partner touches: initiating, contributing, and converting. Initiating describes the first partner touch in a customer journey. Contributing describes all partner touches between the first and the last. Converting refers to the final partner touch before conversions.

The Partnerize platform accommodates first-touch, last-touch, and rules-based multi-touch (split) commissioning/attribution. We also enable clients to override split commissioning for leading partners that do not accept partial credit for conversions. In addition, the Partnerize platform enables commissioning on any "metadata" so as to deliver on precise brand KPIs. Partnerize reporting offers multi pivot capabilities to understand customer journeys on an individual or aggregate basis.

Partnerize

Multi-Channel: Many brands have purchased or developed multi-touch attribution toolsets to gauge the impact of different channels on customer journeys.

Unfortunately, many brands that still use networks cannot deliver sufficient data to these tools in a timely manner, so partnership and affiliate channels are not part of the analysis. That makes it difficult for partnership teams to advocate for additional budgets and make partnership a profit center for their businesses.

Partnerize makes it easy for you to port data and insights into multi-channel attribution tools. We are an API-first platform and offer complete API documentation to make it easy to incorporate your partner data into company tools and BI systems.

Partnerize Owned Companies

Partnerize made two major acquisitions in 2020 in order to fulfill its mission of turning partnership into a profit center for brands.

In April 2020, Partnerize acquired BrandVerity, the leading provider of search monitoring and brand compliance protections for the partnerships industry. The acquisition of BrandVerity enables Partnerize to offer these solutions to all clients worldwide. They represent a key part of the brand protection offerings, in addition to AI-powered fraud detection and prevention.

In July 2020, Partnerize acquired Pepperjam, a leading affiliate management tech platform and services provider in North America. Pepperjam is a leading provider of affiliate technology to the retail sector, supporting more than 1,000 top retailers.

The combination of the companies' software platforms and service expertise empowers brand leaders to maximize business growth from partnerships, diversify their revenue streams, and offset escalating costs in primary sales and marketing channels.

At a Glance

Founded:
2005 in Park City, Utah

Parent Company:
None

Tagline:
Quality over quantity ecosystem of advertisers and publishers.

Key Facts and Figures:
800+ Premium Advertisers
35 Employees
30% Publisher Acceptance Rate

Example Clients:
Patagonia, REI, Pharmaca, Duluth Trading Co.

History of AvantLink

AvantLink's approach to affiliate marketing is simple: Grow your business through quality partnerships.

Headquartered in Park City, Utah, AvantLink was founded in 2005 and is privately owned, supporting approximately 35 employees. The company takes pride in being profitable and debt-free and just recently celebrated 15 years of being in business.

As a leading affiliate marketing platform that offers multi-channel analytics and referral tracking for quality advertisers and savvy publishers, AvantLink is always looking to challenge standard practices and status-quo technology in the space. While continually working to evolve, AvantLink is very keen on keeping the network focused on a "quality over quantity" environment for the benefit of its partners.

AvantLink revels in working with both established and up-and-coming organizations who see eye-to-eye with these core values:

- **Innovation**: They believe in challenging standard practices and disrupting status quo technology solutions. They believe in leading and not following.
- **Integrity**: Operating in an honest, ethical, and transparent way is foundational to this company. They can lead the industry and make it better.
- **Excellence**: They believe in being the best they can be, continually improving, and being 10x better than their competition.
- **Quality over Quantity**: They believe in working with quality partners that align with their values and beliefs rather than working with as many partners as possible.
- **Customer Service**: They treat their customers as part of the team, providing the maximum value and doing everything they can to help clients and partners succeed.

Key Features and Capabilities

AvantLink's platform, Arches, is the heart of the AvantLink network and has been crafted for advertisers and publishers to grow their businesses at scale. For brands, robust reporting provides unmatched insight into every element of activity within a program. For publishers, innovative tools are easy to use and help understand and reach specific target audiences. Real-Time Standard Tracking and Reporting has additional parameters available that include:

- New Customer Sales
- Mobile Sales
- Exclusive Coupon Code
- Foreign Currency
- Shipping
- Custom Parameters

AvantLink's Advanced Click-Stream Analytics

View all online marketing channels involved in a single sale and gain insight into how various marketing channels interact with one another.

AvantLink's Advanced Commission Sharing

Bypass the traditional last-click payout model and award multiple affiliates involved in the sale based on where they fall in the clickstream. AvantLink is committed to innovation and the ongoing evolution of the Arches platform, so watch for these additional feature releases coming soon.

Increased availability of data

- Improved Data Visualization
- Customized Reporting
- AI Predictive Modeling
- Advanced Tracking
- Cookie-less and Cross-Device Tracking
- Additional Insight into the Customer Path
- Advanced Commission Rules
- Commission on Actions (e.g., newsletter sign-up)

Core competencies

- Affiliate/Performance Marketing
- Technology Platform
- Multi-Channel Analytics/Attribution and Commission Splitting Technology
- Affiliate Program Management Services

Advantages and Benefits

One of the key differentiators of working with the AvantLink network should be starting to become very clear. By design, they've chosen to maintain a manageable size. By keeping their network smaller, they can provide relationships that are nearly guaranteed to drive sales more quickly once in the network. Furthermore, with the "quality over quantity" approach of AvantLink, they can provide a much better level of personalized service on multiple levels of the business.

They are not afraid to tell prospective merchants/advertisers that their active affiliate list is more than likely smaller than the networks they may compare them to. The point they make is that merchants will spend much less time prospecting and creating meaningful, productive relationships.

AvantLink often focuses on the concepts of a "blended approach" to affiliate marketing. As you would expect, they provide access to all the industry's top loyalty, coupon, and deal affiliates. Names that will resonate are Ebates, RetailMeNot, and Slickdeals, for example. The "blended" idea really comes down to access, and AvantLink gives advertisers to targeted content affiliates that can be much harder to reach.

Since they are a technology-driven platform with advanced capabilities, affiliates are able to thrive with AvantLink. The robust tool suite they offer enables affiliates/publishers to promote merchants in more targeted ways than just a simple banner or text ad. They can access product offerings from a new level, and they believe this creates more ROI without feeling "promotional" in nature.

> "AvantLink would never brag about how many affiliates we have, because we prefer to brag about how many we *don't* have."
>
> Paul Kalbach, Founder and Board Member, AvantLink

To further ensure they provide the highest-quality network, AvantLink takes security and compliance protocols very seriously.

Having a high level of integrity combined with compliance teams, Avantlink ensures its client and partner data is secure. AvantLink routinely reviews and updates its network technology, anti-virus programs, backup systems, and other technological security systems. AvantLink encrypts information via SSL in transit and AES-256 at rest. AvantLink's security policy is based on SANS 20 CSC.

AvantLink makes brand protection a priority and takes this concept to a level that most brands have not experienced. AvantLink's Compliance Department handles the individual and personal review/acceptance/denial process for all new affiliate applications.

In order to ensure an individual owns (or is directly associated with) the website they apply with, AvantLink authenticates all applications. Once ownership is authenticated, each application is then reviewed by the compliance team. Applicants with the following classifications or characteristics are not accepted: template-driven coupon sites, generic duplicate content sites, and website banner farms.

Lastly, AvantLink uses a mix of internal and third-party tools to identify violations. Because they have always required strict validation and qualification of affiliate accounts, this mitigates the challenge of finding, contacting, and (if necessary) removing violators. Compliance staff is paid a fixed salary and their compensation has no direct ties to commissions earned from the affiliate base.

Industry and Category Focus

While AvantLink is known to have a strong foundation of partners and brands in the outdoor space, they excel in many other verticals as well. Early on, they gained momentum with outdoor brands due to their strong relationship with content publishers and the use of their Datafeed Tool Suite. Today, they have synergy with partners in a wide range of business segments.

Their strongest vertical markets are Outdoors, Fitness, Hunting and Fishing, Health/Wellness/Beauty, and the general sporting goods industry.

Other verticals where AvantLink continues to grow at a rapid pace include Lifestyle, Fashion, Automotive (Overland Travel), Cycling, and Snowsports.

Some brands may not be with network as of 2021

Publisher Relationships

AvantLink's publisher base is diverse, comprised of content sites and niche blogs as well as top loyalty, deal, coupon, sub-affiliate, and third-party technology affiliates.

Content	Loyalty	Coupon	Deal	3rd Party Technology
• OutsideOnline • OutdoorGearLab	• Ebates • ActiveJunky	• Offers.com • RetailMeNot	• Slickdeals • Brad's Deals	• UpSellit • RevLifter

The company rejects approximately 70% of publisher applications to ensure a quality environment for our advertisers, saving them time and money.

AvantLink has an industry-leading foundation of content publishers that are proven to consistently produce strong sales for advertisers.

Typically, niche audiences are hard to reach with traditional marketing channels. Working with content publishers ensures brands are hitting targets and spending budget efficiently. AvantLink's industry-leading Datafeed tool suite is easy for content affiliates to use, so showcasing, comparing, and promoting products to their audiences is productive and converts well.

Attribution Capabilities

AvantLink's leadership in the area of attribution technology is evidenced by its status as the first major network to design an actionable attribution tracking and commissioning system back in 2011. Their system not only rewards affiliates properly for the vital work they are doing but also helps advertisers save money in the process.

AvantLink's clickstream analytics and attribution technology are able to categorize affiliates/channels into three different groups depending on when they enter the clickstream, and an attribution model can be set up to split commissions between the referral groups. The three different referral groups are Introducer, Influencer, and Checkout Influencer.

Introducer referrals occur when a customer is introduced or directed to a merchant's website for the first time.

Influencer referrals occur when a customer has previously visited the site but before entering the checkout phase.

Checkout Influencer referrals occur during a customizable time frame after which the customer enters the checkout process. A checkout influencer is rewarded if the customer completes a purchase within the time frame.

Other Brands/Owned Companies

AvantLink understands that influencer marketing is a unique channel with demands and functionality not necessarily met by an affiliate network. To this end, AvantLink has created Fervora, a sister company that brings the same cost-per-performance focus of the affiliate channel wrapped up in a platform that is incredibly easy to navigate for users with far less technical ability.

The platform was developed to make influencer marketing trackable and accessible for all. Brands can quantify and reward influencer impact on social mediums. Influencers get paid for promoting the brands they represent. It's simple to start up and integrate whether you're a brand or an influencer.

Fervora offers brands the ability to manage a diverse portfolio of influencers (macro, nano, and loyal guests) who have direct experience with the brand and products. Influencers represent the brands they love and get paid directly for their impact, and setting up an account takes just a minute.

Avantlink provides innovative technology for advertisers pursuing direct to consumer revenue growth. They accomplish this by providing the following:

- High-quality, highly vetted, vertical-specific publishers and industry-leading coupon, loyalty, and deal sites.
- A robust tool offering for publishers to promote your brand.
- Cutting-edge tracking, reporting, and commission sharing technology.
- Customizable and engaging dashboards for advertisers and publishers.
- Customer support that is responsive and easy to work with.

Founded:
2004

Tagline:
Performance marketing network driving change since 2004.

At a Glance

Key Facts and Figures:
100 Exclusive Partners
11 Promotional Types

Parent Company:
None

Example Clients:
Hats.com, BuildASign, HalloweenCostumes.com, PGA Tour Superstore

History of LinkConnector

The story of LinkConnector (LC) began in January 2003, when coding commenced for the development of a new affiliate marketing network to support a new vision for an industry that refused to pivot.

In August 2004, LinkConnector launched with two approaches new to traditional Affiliate Marketing: Naked Link Technology and Basic Attribution. Naked Link Technology allowed affiliates to link directly to merchant websites without the need for a network redirect and Basic Attribution allowed merchants to choose the first-click attribution as an alternative to last-click attribution (over a decade ahead of any competitor).

Fast forward to 2021, and LinkConnector has added many more new technologies (e.g., Naked Coupons, Infinity Codes, Coupon Compliance functionality, Cross-Platform Tracking, etc.) leading the industry to change and adapt. LinkConnector's patented Naked Link Technology now also represents a simple, invaluable solution for merchants in their recruitment of bloggers and influencers into the performance marketing channel. Additionally, Basic Attribution has evolved into Adaptive Attribution, which allows LinkConnector merchants the ability to design any attribution model to suit program KPIs.

Co-founded by Choots Humphries and Ernie St. Gelais, LinkConnector was conceived and developed to solve specific problems lacking available solutions in the marketplace. These included the need for improved fraud protection, higher quality of affiliates, affiliate representation, agile technologies, and a better pricing model. LinkConnector built its platform from the ground up to successfully empower affiliate and merchant customers to heighten brand awareness and exceed online revenue expectations.

Since LinkConnector's inception in 2004, the company has been a pioneer for positive change in the performance marketing industry. LinkConnector has survived and thrived through many changes in the industry's ecosystem. As the company's team embarked on its 17th year in 2020, it was reminded of the importance of the human touch and

adaptability in times of uncertainty—two characteristics that are woven into LinkConnector's culture.

Today, LinkConnector continues to drive the evolution of the industry and is constantly striving to collaborate with customers to anticipate customer demand for technological solutions once thought to be impossible. They remain steadfast in their commitment to being the catalyst for merchant brands and affiliate partners to develop trusted, transparent and sustainable relationships.

LinkConnector's commitment to advancing the performance marketing industry includes collaboration with its competitors and industry peers through active membership participation with the Performance Marketing Association.

Its leadership team shares success stories and challenges on stage at industry conferences and through virtual roundtables to inspire a different way of thinking and provide specific takeaways to impact growth in their industry. These speaking sessions have included panel discussions with affiliates, merchants, OPMs, and even competitors on various topics. These sessions also create a wide-reaching ripple effect—heightened exposure of topics and/or panelists resulting in new business opportunities for the industry, as attendees pursue a deeper understanding.

Key Features and Capabilities

Recognized as a top-tier affiliate network, LinkConnector facilitates the extension of a merchant's online marketing efforts to connect with a global base of strategic affiliates at the forefront of ever-changing, innovative marketing techniques.

LinkConnector's network offers merchants a full range of technologies, tracking and recruiting solutions along with management services and program optimization—capabilities that unlock the entrepreneurial vigor and creativity that is the essence of affiliate marketing. The comprehensive services provided by networks are the shortfall of tracking platforms where merchants are forced into an old-school insertion order environment, holding relationships back from reaching their full potential.

Key features available through LinkConnector include:

Relationship tools

- Identify and recruit affiliates relevant to your program goals.
- Approve or decline affiliates specific to each of their websites.
- Communicate objectives directly to affiliates through email or coordinated meetings.
- Adjust commission on an individual affiliate basis.

Superior tracking

- Eliminate double crediting with LinkConnector's Universal Tracking Solution.
- Support browser privacy policies and Google's Parallel Tracking requirements

- Align attribution based on program goals.
- Bridge devices and browsers throughout the purchase journey.

Technologies

- Ensure brand integrity by rewarding commission only on approved affiliate URLs.
- Protect blacklisted coupon codes from receiving affiliate commission.
- Simplify monetization for bloggers with patented Naked Link Technology.
- Track influencer and offline relationships without a click or cookie.

Support

- Meet with affiliates to discover new areas of expertise that could propel growth.
- Bypass network review and auto-approve trusted partners into your program.
- Reduce cost with lower network fees for migrated relationships.
- Evaluate KPIs by affiliate, device type, product, browser, region, etc.

LinkConnector's proprietary tracking system allows it to be nimble in accommodating a customer's unique tracking needs. LinkConnector's platform supports tracking based upon a Sale (percentage of sale or flat fee), a Lead, and/or a Click—whichever action a merchant wishes to reward. Their Universal Tracking Solution integrates with nearly all third-party shopping carts (e.g., Shopify, WooCommerce, Magento, etc.) and alleviates any double crediting issues for multi-network merchants.

Merchants can easily track transaction data beyond simply the Sale Amount—optional data that can be made available within LinkConnector's suite of reports includes the following:

- **Merchant Tracking ID:** Unique value created by the merchant to track a variety of custom items (e.g., merchants might use MTID to identify new-to-file versus existing customers).
- **Coupon Code:** Coupon code used to complete the purchase transaction, needed to support Naked Coupon tracking and private code attribution.
- **Currency:** Currency of event using ISO standard currency definitions (e.g., USD).
- **Product ID or SKU:** Specific product ID or SKU of items in the shopping cart.
- **Quantity:** Quantity of individual items purchased.
- **Source:** Source of a transaction including referrer, city, country, and region.
- **Browser:** User browser, operating system, and device information including type, family, and version

What You GAIN With a Direct Relationship

Just as a house needs more than a mortgage to become a home, **an affiliate marketing relationship needs more than an insertion order to become a growth engine**. Innovative technologies and experienced energy are two of many forces that help drive value to the profit line for our merchants. Don't miss out on growth potential - **become a merchant with LinkConnector!**

Relationship Tools

Transparent communication and strong affiliate connections are essential to achieving sustainable program success. A LinkConnector program lets you:

- Identify and recruit affiliates relevant to your program goals
- Approve or decline affiliates specific to their individual websites
- Communicate objectives directly to affiliates via email or coordinated meetings
- Adjust commission on an individual affiliate basis

Superior Tracking

Analyze and evaluate affiliate relationships with data-driven reports that include custom features you will find only with LinkConnector:

- Eliminate double crediting with LC's Universal Tracking Solution
- Overcome browser privacy policies and Google's Parallel Tracking
- Bridge devices and browsers throughout purchase journey
- Align attribution based on program goals

Innovative Technologies

LC continually develops new technologies to enhance existing functionalities that empower our merchants. A direct relationship is the key to:

- Ensure brand integrity by rewarding commission only on approved affiliate URLs
- Track influencer and offline relationships without a click or cookie
- Simplify monetization for bloggers with patented Naked Link Technology
- Blacklist coupon codes from receiving affiliate commission

Personalized Support

Industry recognized for over 15 years, LC is powered by a team of high-integrity experts. With a LinkConnector affiliate program, merchants can:

- Bypass network review and auto-approve trusted partners into your program
- Reduce cost with lower network fees for migrated relationships
- Evaluate KPIs by affiliate, device type, product, browser, region etc...
- Meet with affiliates to build and grow mutual success

Advantages and Benefits of the LinkConnector' Affiliate Network

Innovation underpinned with a human touch is a hallmark of LinkConnector and an expected deliverable for customers and agency partners. Merchants and affiliates count on LC to deliver industry-leading technologies and expert support—demonstrated over and over again throughout the years.

The advantages merchants gain with LinkConnector start with their hands-on approach and innovative technologies to help merchants achieve success based upon their unique program goals. Here are some technologies and services empowering growth in ways different from competing networks:

Affiliate Recruitment and Communication: Transparent communication and the ability to recruit relevant affiliates is essential. Merchants can easily search for affiliates based upon relevance and quality score and invite them to join their program and engage in conversation through email or phone. LinkConnector's exclusive integration with Publisher Discovery's AI-driven technology ensures merchants partner with the highest-value affiliates who meet their program goals.

Blogger and Influencer Support: Whether it's Instagram, YouTube, Podcaster, or Blogger, LinkConnector's technologies make it simple for merchants to bridge the monetization gap and remove the intimidation factor with partners often not accustomed to affiliate marketing. These technologies become a valuable means for merchants to forge

performance-driven relationships in ways once thought to be impossible. These technologies contribute to making content affiliates the top category of driving merchant revenue, representing over a third of network performance.

SEO and SEM Strategy Integration: LinkConnector's patented Naked Link Technology enables content affiliates to link directly from their blog to the merchant's website without the need for a typical affiliate tracking link. Instead, approved affiliates use the merchant's URL to seamlessly refer users. Merchants gain added value from inbound link credit and the means to monetize referral traffic, which already exists on content sites.

Adaptive Attribution: LinkConnector easily adapts to meet the custom attribution needs of merchants. Merchants are not forced into a last-click attribution-only model—program performance can be optimized by rewarding promotional methods a merchant wants to encourage. Whether it's first-click, last-click or shared attribution, almost any attribution crediting schema imaginable is possible for merchants.

Superior Tracking: LinkConnector's agile platform can pivot to react to a customer's tracking needs. Apple and Firefox recently made changes to better protect users' privacy by eliminating the third-party cookies on which much of the performance marketing industry relied. Google added a parallel tracking component to AdWords, negatively affecting the ability of search affiliates to receive credit. LinkConnector, one of the few networks to use a proprietary tag management solution, was able to overcome those potential issues and has been heralded within the industry as the most comprehensive and simple solution to implement.

Coupon Compliance: Merchant coupon codes not intended for affiliate promotion may ultimately find their way into this channel, resulting in erosion of profit margins. Through LinkConnector's Coupon Compliance functionality, merchants can programmatically enforce prohibited use of coupons not approved for the affiliate channel. Removing the manual effort for merchants to invalidate orders due to unauthorized coupon codes is a time-saver, and real-time validation is very beneficial to affiliates.

Industry and Category Focus

LinkConnector is trusted by merchants across the globe that expect more out of their network partner. It supports brands in widespread and niche verticals including Apparel and Accessories, Automotive, B2B, Education, Electronics and Technology, Financial, Food and Wine, Health and Beauty, Home, Jewelry and Gifts, Life and Travel, Pets, Specialty and Other, Sports and Recreation, Toys and Hobbies and Wedding. These include esteemed brands such as 3Balls, BuildASign, Check Into Cash, HalloweenCostumes.com, Hats.com, LA Police Gear, Newchic, PGA Tour Superstore, SureFit Home Décor, Wondershare, and more.

Although it is not a requirement, LinkConnector has nearly a hundred merchants that are exclusive partners. LinkConnector is also partnered with many merchants that have programs on other networks. While LC is smaller in size compared to other networks, it's mighty in force. To illustrate its might, in a recent analysis of its multi-network merchants over a six-month period (in 2020's COVID-19 environment), LinkConnector drove an average of 66% of the conversions with merchants that also have a CJ program.

Here's what one of its valued multi-network merchants (partnered with LC since 2012) had to say about the experience:

"This is what we call a TRUE partnership! From our first meeting, we were aligned in vision, plans, projects, and future goals. It's hard to create such a transparent and synergetic collaboration as we have with LinkConnector." - **Check Into Cash**

Publisher Relationships

LinkConnector's dedication to and representation of their affiliates is uniquely strong and equal to that which they provide to their merchants—an all too rare approach in other networks that give a majority of attention to merchants.

Its experienced affiliate relations team works to empower and earn the trust of sought-after affiliates, often resulting in LinkConnector becoming their preferred network. The company also educates merchants on the promotional expertise, specialty, and diversity of affiliates to encourage relationships and coordinate direct communication (remote and in-person) between the affiliate and merchant. The human touch and empathetic energy create an intimate experience not possible through automation.

Network-wide, affiliate earnings are spread across 11 promotional types with 97% of commissions paid across Content, Search, Loyalty, Coupon, Network, Display, and Social. The greatest percentage (34%) is earned by content affiliates, setting LinkConnector apart from other networks where coupon and loyalty affiliates tend to drive most of a program's performance. For merchants seeking to grow their program with content and social affiliates, LinkConnector (and its technological advantages) is especially beneficial.

Adding to the diversity of affiliate types are Technology Partner affiliates such as RevLifter and UpSellIt. Both are integrated within LinkConnector's tracking code, making it simple for merchants to get active with them. LinkConnector also proudly supports non-traditional affiliates, which can include non-profit associations, business development partners, and five-star review customers that merchants wish to fold into their affiliate programs. LinkConnector's FastPass Signup functionality allows for automatic approval to the merchant's program for these trusted partners.

LinkConnector continually develops new technologies and enhances existing functionality to empower affiliates with the ability to generate more revenue for merchant partners. The following are some examples of technologies designed purposefully for affiliates.

Reimagined coupons

Infinity Codes is LinkConnector's newest disruptor technology that demonstrates LC's diligent effort to change how the industry interacts for the better. Coupon codes for any particular online store are constrained by a merchant's shopping cart and the need for that merchant to create coupons manually, far ahead of a consumer's purchase decision. Infinity Codes alleviate this constraint and give affiliate partners on-demand control of coupon creation that transparently work in a merchant's shopping cart. With the ability to create coupon codes as needed, data-driven affiliates can programmatically customize codes to their members or users based on real-time circumstances.

Cookie survival

Unfavorable changes in commission structures happen, creating the need for affiliates to adjust promotional spend to account for the imminent decrease in earnings. While merchants are prudent in giving notice to affiliates in advance of such a change, most networks are inattentive to the investment affiliates stand to lose for their promotional efforts prior to any adverse change. For conversions occurring in the cookie window after an unfavorable change, Cookie Survival ensures affiliates are commissioned based on the offer in place at the time of the corresponding click/cookie. This protective feature introduced by LinkConnector for affiliates set a new standard in performance marketing.

Network Attribution Capabilities

LinkConnector has been an advocate of changes in attribution options since it first launched its network in 2004. LinkConnector's tracking easily adapts to meet the custom attribution needs of merchants. Its attribution suite of technologies enables optimization of program performance by rewarding promotional methods of greatest value to the merchant, empowering almost anything imaginable with attribution crediting. Below are attribution capabilities offered to LinkConnector merchants.

First-Click and Last-Click: LinkConnector offers the ability for merchants to credit based on first-click or last-click. When multiple affiliates are involved in a transaction, first-click tends to favor affiliates such as content sites and shopping comparison sites who generally introduce a potential customer to a product or service early in the sales funnel. Last-click tends to favor search and coupon affiliates who generally appear in the sales funnel much closer to a purchase decision. Depending on the type of affiliates a merchant most desires to reward, it can select the appropriate attribution for its programs.

Coupon Code Attribution: LinkConnector merchants can issue private coupon codes for their affiliates, thereby creating the opportunity to attribute a sale to a specific affiliate based on the actual coupon code used by the customer. This attribution can occur as part of the normal affiliate marketing channel (Basic Coupon Code Attribution) or through other promotional channels where a click is not possible (Naked Coupon Attribution). This allows merchants to gain visibility into the value of the individual affiliate while eliminating affiliate concerns of coupon code hijacking.

Naked Coupon Attribution: This feature opens affiliates to a much broader range of promotional methods. This includes wider dissemination of opportunities to affiliate followers in social networks (e.g., Twitter, Reddit, Instagram, etc.) and the possibility of using offline promotional methods like radio, television, and print advertising. Armed with Naked Coupons, affiliates can reach potential customers in ways never possible in affiliate marketing—and in a way that specifically adds incremental value.

Adaptive Attribution: LinkConnector can customize attribution to meet a merchant's specific campaign objectives and requirements. For any custom Adaptive Attribution solution, the merchant should carefully consider all requirements and desired outcomes with its LinkConnector account representative to ensure a successful implementation.

Custom Adaptive Attribution accommodates the following needs:

- Merchant desires to share commissions when two or more affiliate types are involved.
- Merchant desires to adjust commission based upon new versus existing customer orders.
- Merchant desires to credit the first click within a certain time prior to the sale (e.g., within the last hour).
- Merchant desires to limit crediting to any affiliate after a customer has entered the shopping cart (LC's Shopping Cart Window functionality).

- Merchant desires to lower or eliminate coupon affiliate commissions after the user enters the shopping cart and subsequently assign remaining commission to other affiliates involved in the conversion funnel (LC's Advanced Shopping Cart Window functionality).

Recent Case Studies

- Exponential Growth, 285% Over Goal for Young Ecommerce Retailer
- Seasonal Merchant Increases Revenue 200% in Two Years

Awards and Accolades

- 2021 Performance Marketing Awards Finalist for Best Affiliate Marketing Innovation
- 2020 & 2021 mThink Blue Book: Top 10 Cost-Per-Sale Affiliate Network
- 2019 Performance Marketing Awards Finalist for the Industry Disruptor Award and the Publisher Choice of Network
- 2016 AffStat Affiliate Marketing Benchmark Survey: Top Affiliate Network
- 2015 Internet Retailer Vendor to the Top 500

Testimonials

"LinkConnector's hands-on attention has been a driver of growth for Honey's LinkConnector merchant relationships. They educate merchants on the value gained through an affiliate partnership with Honey and the different ways in which we can scale to achieve mutual growth goals. LinkConnector proactively encourages and coordinates direct communication with brands which has made an invaluable difference with our partnerships." -**Honey**, LinkConnector Affiliate since 2014

"Our LinkConnector account manager and the tech team are always an email or phone call away and provide the best support in the industry. As a merchant, you feel like you're part of their team; you don't get lost in the shuffle. The network is full of active, quality publishers and they have some of the best technology available, like Naked Coupons for social influencers. If you're looking to launch an affiliate program or want to revive your current one, we highly recommend LinkConnector." -**Hats.com**, LinkConnector Merchant Since 2008

TUNE

Founded:
2009 as HasOffers

Tagline:
TUNE makes the industry's most flexible SaaS platform for managing marketing partnerships.

At a Glance

Key Facts and Figures:
1400 Customers Globally
$2 Billion+ in Online Commissions Tracked Per Year
85 Million Conversions Tracked Per Month
98% Customer Satisfaction
99% System Uptime

Parent Company:
Constellation Software

Example Clients:
Assurance, Gabi, Preply, Zillow, Thrive Market, NordVPN, Credit Sesame

History of TUNE

The first TUNE product was launched in 2009. It was called HasOffers because it was a white label solution that allowed anyone to manage their own offers for affiliates and partners to promote. In the following years, hundreds of new and existing companies built their businesses on the platform, making HasOffers the most adopted SaaS solution for affiliate and publisher networks.

In 2011, TUNE invented and launched Attribution Analytics, the first SaaS solution for measuring the performance of mobile app campaigns. Among other firsts, the team introduced the industry to the concept of app install campaigns and created the first mobile postbacks for tracking and attribution purposes. By 2013, Attribution Analytics had skyrocketed to become the industry standard, counting hundreds of the world's largest brands and mobile app advertisers among its users.

Fast forward to 2018, when TUNE's Attribution Analytics product was acquired by Branch, a Silicon Valley company solving the cross-platform mobile experience. The acquisition reformed TUNE around the core HasOffers product and refocused the team and its efforts on developing the existing platform into a complete partner marketing platform. In 2019, the company retired the HasOffers name to bring them closer to this new mission.

The market quickly noticed, and in 2020, TUNE was acquired by Constellation Software. Constellation's business strategy is to acquire and hold investments to create sustainable growth and profitability. This change in ownership only furthers TUNE's promise to enable both advertisers and networks to flexibly manage their marketing partnerships.

Today, TUNE delivers a truly technology-first solution for every business in the partner marketing industry. And they're not stopping there. TUNE is dedicated to building the world's best platform for advertisers who want to build their own private programs while providing clients network-like services. The company keeps this as its singular focus for innovation, now and as it looks toward the future of performance marketing partnerships.

TUNE

Key Capabilities and Features

Partner, manage and pay with ease

Improve return on investment by streamlining your partner marketing activities, from onboarding to payment.

- Consolidate all of your partners, networks, channels, and campaigns in one place.
- Automate workflows across your program, including payment processing, fraud prevention, performance optimization, and more.
- Increase transparency through granular reporting and intelligent dashboards.
- Build trust with fully integrated accounts payable workflows and international payment processing.

Track every partnership and channel

Capitalize on the data and relationships you already have through your mobile and digital measurement partners.

- Drive growth via mobile and web partners on a single platform.
- Integrate with any mobile network — no additional SDKs needed.
- Leverage robust targeting and server-side tracking capabilities.
- Track cross-channel and optimize performance in real-time.
- Customize conversions, goals, payout tiers, and more.

Prevent fraud proactively

Monitoring campaigns for suspicious traffic and fraudulent activity is a full-time job. So, TUNE created the industry's only built-in fraud protection, which automatically detects and rejects click fraud for all TUNE customers.

Comprehensive tracking solutions

Control over your conversion tracking methodology is important to ensure you are measuring and compensating your partners for the right actions. TUNE allows you to track as many conversion events as you would like, all while giving you control of how your customers' data is measured and shared.

- Privacy-Centric Tracking
- Server-Side Postback Tracking

- Client-Side Pixel Tracking
- Client-Side JavaScript SDK Tracking
- Direct Linking
- Clickless Tracking and Promo Codes
- Advanced Mobile Measurement Partner (MMP) Integrations
- Customizable Branded Tracking and Application Domains

Robust reporting and BI integrations

Data helps drive partner marketers' decisions on how to grow their programs. TUNE offers the most comprehensive attributes to report on and a diverse set of tools to enrich your partnership data with your customer data. Augment your impressions, clicks, and conversions with multiple sub IDs and integrate this data in real-time with your internal reporting stack.

- Powerful Two-Way API
- Specialized APIs (Integrator, Partner, Advertiser)
- Fully Automated Event Delivery
- Direct Snowflake Database Integration
- Real-Time In-Platform Reporting
- Detailed Impression, Click, Conversion, and Partner Postback Logs
- Multiple Sub ID Fields for Extensive Reporting Attributes and Powerful Optimization
- Time-to-Action Report
- Funnel Metrics

TUNE Pay

TUNE Pay provides a flexible platform for managing your partners' commission payments. Built first as an invoicing and payment technology solution, it has since evolved into a service. Let the TUNE Pay Operations team handle the burden of collecting and distributing your partners' tax documentation and facilitating the payment process for your global partners. TUNE Pay sits atop a borderless banking system that enables payments to be sent globally, quickly, and with the lowest fees in the industry.

Built with Trust, Security, and Support

- SOC 1 Type II Accreditation
- SOC 2 Type II Accreditation
- Best-in-Class Platform Reliability (99.99% System Uptime)
- Transparent, SaaS-Based Pricing
- Extensive Help Site Documentation
- API Call Builder and Developer Documentation
- Award-Winning Customer Support Teams
- 98% Customer Satisfaction Rate

TUNE

Advantages and Benefits

The TUNE Partner Marketing Platform is designed to support the unique needs of advertisers as they build their own partner networks. It's also designed to make it easier for advertisers to work with other publishers, networks, and agencies. Advertisers leverage TUNE's platform to configure their partnership programs as they see fit.

A Technology-First Partner Marketing Platform

Every advertiser could benefit from better technology to manage marketing partnerships. Yet to date, there have been few truly technology-based solutions available in the market. Most solutions that claim to be platforms are really networks in disguise. They hit advertisers with fees and expand their own marketplace of partnerships thanks to advertisers' hard work. And as networks, they tend to compete with their advertisers' other networks.

As an unbiased third-party SaaS provider, TUNE's pricing is Software-as-a-Service — there are no hidden management or media fees. Its open, technology-first foundation is why its platform has never been in competition with the network model. Instead, TUNE strives to open new opportunities for all of its customers to connect, integrate, and customize their partner marketing relationships.

Tracking that captures all conversions

TUNE's technology is partner and network-agnostic, meaning the platform works in concert with any partner and network to help advertisers scale. It also works across channels, allowing advertisers to earn more conversions on app, mobile web, and desktop channels with best-in-class tracking and attribution. Whether you're deep linking into apps, working with influencers, or measuring offline and call-based campaigns, TUNE offers integrations with leading mobile measurement partners and technology solutions to suit your needs.

TUNE also helps advertisers stay ahead of the game with a variety of tracking solutions made to protect campaigns from third-party cookie restrictions and evolving privacy regulations. Server-side postbacks, ITP-compliant client-side tracking, and SEO-friendly direct linking are all available as you need to make sure every conversion is counted.

Own your program and customer data

TUNE provides the advanced tools, partner integrations, and automation that advertisers need to run a program, but more importantly, ownership and control of the data associated with their customers and partners. In an online world where disclosure of end-user data continues to become more protected and scrutinized, advertisers need a solution that gives them control. With TUNE, it is easy to configure what data is shared back to which partners, and what stays private. TUNE also provides direct data integrations into clients' data warehouses that easily augment customer analytics with partner performance metrics and further enrich BI tools in real-time.

Industry and Category Focus

While TUNE works across industries, many advertisers find that the platform excels at meeting their unique needs and business goals in the following verticals.

Financial services

Financial services companies operate under strict regulations and consumer protection laws, making them particularly well-suited to TUNE's Partner Marketing Platform, which offers more program control and direct partner management than networks. Many financial services offerings these days are viewed as disruptive, as they appeal to the cord-cutting generation. The partnerships that support these companies also need to be disruptive; often, working with disruptive partners (like influencers and streamers) requires specialized or custom solutions. Luckily, TUNE's platform is built to handle disruptive partnerships.

In addition to the capabilities and features already listed, TUNE offers the following capabilities that benefit financial services companies in particular:

- Two-way APIs for real-time data streaming, traffic monitoring, and campaign optimization.

- Development-friendly technology for building and integrating custom tools and features.
- High standards in data and privacy practices, including SOC 2 Type II and SOC 1 Type II certification and GDPR ePrivacy certification.

Direct-to-consumer e-commerce

Increasingly, direct-to-consumer (DTC) e-commerce brands are seeking to build proprietary relationships with partners. Given the market niches these companies operate in, it's critical that they're able to quickly build a competitive advantage. The most effective partner marketing solution for DTC brands is one that enables them to capitalize on key relationships before others do. Discovering and recruiting partners should benefit the brand by putting in the work, not the network that the brand's program is on.

For direct-to-consumer e-commerce brands, TUNE's platform provides a strategic mix of features and affordability:

- Partner-agnostic technology to track and optimize any partnership — with content publishers, influencers, deal and loyalty partners, affiliate networks, and anyone else.
- Granular, Cross-Channel Attribution
- Promo Codes (clickless tracking)
- Flexible commissions to dynamically payout by SKU, category, partner, and more.

Subscription services

For companies selling a subscription through a unique set of products and partners, TUNE's platform provides everything needed to track and optimize partnerships at a fraction of the cost of traditional solutions. In addition, TUNE offers far more freedom when it comes to program control, customization, integrations, development, and partner choice. This is important for companies that maximize customer lifetime value using custom tools or features and for brands that work with different kinds of partners than what a network has to offer.

On top of everything else, the TUNE Partner Marketing Platform offers several features that especially benefit subscription-based services:

- Customizable Dynamic Payouts (multi-action, partner-specific)
- Real-Time Reporting and Data Sharing
- Sophisticated tools and integrations for optimizing programs with influencers, affiliate networks, agencies, and any other partner.

Publisher Relationships

Connect: TUNE's integrated partner ecosystem

TUNE wants to see brands and all of their diverse partnerships succeed. Affiliates, content publishers, influencers, mobile app makers, agencies, performance networks, tech

providers, business development relationships — advertisers can find and work with them all through Connect, TUNE's partner ecosystem.

In Connect, you can browse a curated collection of high-quality media, agency, and technology partnerships to grow your business, all without leaving the TUNE Partner Marketing Platform. The best part? TUNE is an unbiased, third-party SaaS provider, so they don't take any cuts from revenue earned or commissions paid out. That leaves advertisers with more money in their pockets and publishers with higher earning potential and payouts.

Featured publishers

- Skimlinks
- Honey
- Prodege
- Groupon
- ViacomCBS
- SOVRN
- Buzzfeed
- Penske Media
- Aragon Advertising
- Forbes

Attribution Capabilities

TUNE has led the industry in innovations in digital and mobile tracking and attribution since the company's founding in 2009. Combine that experience with TUNE's deep ties to industry leaders in fields such as mobile measurement, analytics, and lead generation, and advertisers have a recipe for success for just about any campaign they want to run.

In addition to multiple options for traditional pixel-based (client-side) tracking, the TUNE platform offers native server-side postback tracking capabilities. TUNE actually invented the postback, which eventually became the standard for tracking mobile app campaigns (since tracking cookies do not work in apps or on mobile web), and the gold standard for tracking campaigns on desktop web. Server-side tracking via postbacks is completely independent of a user's web browser, which means this method is immune to the problems encountered with traditional client-side tracking. As such, postback tracking has been TUNE's recommended tracking method since its invention.

As an early advocate of cookie-less tracking, TUNE has developed tools that allow advertisers to bypass the cookie-based restrictions found in modern browsers. TUNE's JavaScript SDK, for example, is a privacy-compliant tracking method that can track events and conversions across desktop and mobile web. This method works in browsers where traditional pixel tracking has been restricted or eliminated, including Apple's Safari browser with Intelligent Tracking Prevention (ITP), Mozilla's Firefox browser with Enhanced Tracking Protection, and Google's Chrome browser with SameSite cookie requirements (default third-party cookie blocking).

TUNE also offers specialized solutions for tracking across specific channels, including clickless tracking via promo codes and SEO-friendly direct linking. These methods can be used in a variety of situations — to track conversions in a podcast campaign, for example, or across social media platforms such as Instagram or Twitch.

Client Testimonials

"TUNE is built for performance marketers. They understand the importance of real-time data and operate on a massive scale. TUNE gives us great control of our campaigns." – **John Lorge, CMO – Assurance**

"The biggest value add for me is the flexibility and ease-of-use of the TUNE platform. Features like multiple conversion goals, custom payouts within offers, and real-time data make TUNE a one-stop-shop for tracking and reporting, and that's increased both our efficiency and transparency with our partners." – **Austin Green, Head of Partnerships – Gabi**

"The TUNE platform helped Preply to scale our affiliate program. Thanks to TUNE's features, our partners are able to track their live campaigns and payouts anytime while providing us with several analytics, fraud fighting capabilities, and payout structure features." – **Marta Solanas, Growth Marketer – Preply**

Awards and Accolades

- Summer 2021 – Leader, Affiliate Marketing
- Summer 2021 – Leader, Attribution
- Summer 2021 – Highest User Adoption | Mid-Market
- Summer 2021 – Fastest Implementation | Mid-Market
- Summer 2021 – Best Est. ROI | Mid-Market

Free Resources

- E-Book: 10 Mistakes to Avoid When Starting an Affiliate Program
- E-Book: The Ultimate Guide to Partner Marketing
- White Paper: How to Become a Track Star
- Webinar: Taking Ownership of Publisher Growth
- Case Study: Topstep (Influencer Marketing), Gabi (Financial Services), Preply (Subscription Services)
- Blog Post: First vs. Third Party Cookies: What They Are and Why You Should Drop Them
  - Sign up to get the newest TUNE blog posts in your inbox.
- Advertiser Solutions

At a Glance

Founded:
2010

Tagline:
The only platform that delivers affiliate marketing, lead distribution and multichannel marketing capabilities on a single platform.

Parent Company:
Constellation Software Inc.

Example Clients:
LenderEDGE, Surge Logics, Monetise, RevenueAds

Key Facts and Figures:
50+ Countries
500+ Advertisers, Networks, and Publishers

History of CAKE

Throughout the organization's decade-long history, CAKE has served as a stable core of the industry with a consistent company mission—to deliver trusted, innovative performance marketing technology solutions that create the best revenue opportunities for their customers worldwide.

As part of its enterprise technology solutions, CAKE's Affiliate Marketing Software measures manages and optimizes partner campaigns for the highest performance.

As of today, the company has onboarded thousands of customers, including advertisers, networks, and publishers across 50+ countries. CAKE's reliable affiliate marketing solution ensures data security, accurate measurement, and unrivaled support to attract new partners and foster profitable relationships.

Constellation and CAKE

In June 2019, CAKE was acquired by Constellation Software Inc., a $20+ billion international provider of market-leading software and services. Constellation has a strong track record of acquiring and integrating companies with much success. With the Constellation investment, CAKE is the largest performance marketing software vendor and sets the foundation for the latest Constellation target vertical–the performance marketing industry.

This marked the beginning of a new chapter for CAKE and highlights the continuation of stability and promises to bring more exciting things ahead with the new long-term investment.

Who is Constellation? The organization acquires, manages, and builds vertical market software businesses which provide specialized, mission-critical software solutions. With 125,000+ customers in more than a hundred countries and a proven track record of solid growth, Constellation has established a broad portfolio of software businesses to provide its customers and shareholders with exceptional returns.

Key Features and Capabilities

Affiliate marketers face multiple challenges, such as managing razor-thin profit margins and optimizing campaign performance in real-time. Another common issue they encounter is wasting valuable time on administrative tasks like providing performance reports to partners, sending campaign and creative assets, reconciling billing with partners, and more.

CAKE Affiliate Marketing Software solves these challenges by allowing advertisers and affiliates to manage an entire performance marketing program with one tool. The end result? Affiliate marketers can easily capture and analyze granular data, then pinpoint the partners and campaigns that are the most valuable in driving revenue. This maximizes profitability while keeping their partners happy.

The following highlights CAKE features and capabilities that enable affiliate marketers to streamline their performance marketing program.

Leverage performance insights

Optimize affiliate marketing program performance through accurate and real-time insights and CAKE's customizable reporting functionality.

- Quickly and easily access granular performance reporting across partners, campaigns, and offers.
- Customize reporting attributes and create multiple shared views.
- Receive alerts for margin thresholds, traffic volumes, abnormal or suspicious activity, and customizable alert criteria.
- Leverage the CAKE API to get performance data for additional analysis and data visualizations.

Simplify campaign management

Streamline administrative efficiencies with intuitive workflows and powerful functions to manage campaigns.

- Manage pixel and tracking link parameters to ensure proper tracking.
- Build clicks and conversion caps to control incoming traffic.
- Implement rules targeting to increase conversion rates.
- Create, target, and report on unique landing pages to optimize performance.
- Customize payout structures with unique commission rules based on campaign, traffic volume, quality, and order details to properly reward partners.

Optimize campaign performance

Increase profit margins through real-time monetization tools to ensure performance and accurate measurement for each impression, click, and conversion for proper revenue and payout attribution.

- Target by device, ISP carrier, operating system, and browser.
- Target by language and location (including countries, regions, and cities).
- Set redirect rules for A/B testing, fraud detection, traffic caps, and referring source.

Automate partner management

Enhance partner satisfaction through customizable communication and automation tools.

- Automate the affiliate onboarding and management process.
- Distribute insertion orders and terms and conditions.
- Manage campaign compliance.
- Streamline communication with all affiliates through branded emails, real-time Twitter feed and web pages embedded within the dashboard, offer tags, and display available offers based on top EPCs.
- Give partners access to their own customized dashboard to view/apply for available campaigns, access campaign details, and assets, generate links, and place pixels. Additionally, partners can view performance reporting and payment details, update billing and payment information and receive alerts about changes to campaign statuses, and more.

Streamline accounting functions

Manage partner payments through automated processes within the CAKE administrative portal.

- Store partner billing and payment details, such as billing cycle and terms, plus automate the bill and invoice generation process.
- Generate bills based on reporting data and verify accuracy.

- Reconcile payable actions across partners and keep a record of referral commissions owed.
- Track the status of payments and invoices, plus log all history within the application.
- Leverage integrations with Tipalti and Payoneer for partner payment processing, as well as QuickBooks and Great Plains for internal payment processing.

Advantages and Benefits

CAKE is built to enable customer growth, unlock new revenue opportunities, and unify marketing measurement. Our technology fuels the long-term growth and success of our global customer base through intelligent, real-time scaling and integrated solutions for affiliate marketing, lead distribution, and multichannel marketing.

Platform scalability that aligns with customer growth: CAKE's infrastructure empowers customer growth by seamlessly handling increasing traffic volumes without compromising the accuracy of data. CAKE proactively procures additional hardware, which automatically shifts with traffic loads. As a result, customers can feel confident as they expand their performance program to include additional verticals, new regions, partner network growth, and the flexibility to experiment with different campaign types.

Technology stability and reliability provided by CAKE enables customers to enhance their performance marketing programs and focus their efforts on building long-term profitable relationships, which are the core of a healthy affiliate marketing ecosystem.

Intelligent lead routing unlocks new revenue opportunities: Marketers who combine CAKE's affiliate marketing and lead distribution solutions unveil new opportunities to monetize leads beyond what's possible with affiliate click traffic. As the first company to deliver affiliate marketing and lead distribution capabilities on a single platform, CAKE provides marketers with a comprehensive view of the affiliates that drive high-quality leads, which results in increased lead selling prices that ultimately convert to customers.

Lead distribution is a process that involves capturing, validating, and distributing leads to buyers that can be sold for a premium price across multiple verticals. Instead of sending just traffic to the advertiser, affiliate marketers can also send qualified leads to the advertiser at a higher selling price than a typical CPA. Additionally, lead distribution expands the playing field for affiliate marketers by introducing them to more verticals. This allows them to grow their network of partners to also include lead buyers looking to purchase highly qualified leads.

The following image shows how the lead distribution process works:

Measurement across multiple digital channels unifies performance: CAKE's multichannel marketing solution enables marketers to measure the performance of their affiliate channel with other digital channels, including search, display, email, and more. Equipped with this holistic view into the performance of digital channels, marketers can easily identify the most and least effective channels, as well as their impact on the customer journey. This helps marketers improve overall return on ad spend (ROAS) and gain a clear understanding of the true impact the affiliate channel has on their brand's performance.

Industry and Category Focus

More than 500 advertisers and publishers leverage CAKE's performance marketing platform across a wide variety of industry verticals in 50+ countries.

Case Studies

LenderEDGE is a digital marketing provider that specializes in lead generation for businesses offering lending products and services. Backed by an experienced network of affiliates and an in-house team, the company is focused on quality, both in terms of the leads delivered and the buyers it matches with affiliate partners. See why LenderEDGE selected CAKE to power their business.

Publisher Relationships

There are three main options for creating and managing an affiliate marketing program and its publishers: in-house/direct, outsourcing, or a hybrid approach. Each option has benefits. For example, outsourcing can initially seem easier, but an in-house program delivers more flexibility, control, and potentially higher payoffs. Additionally, in-house enables affiliate marketers to foster long-term relationships directly with affiliates that are built on a foundation of trust and performance.
Benefits of in-house and direct relationships

CAKE's technology enables networks and marketers to reap the benefits of in-house or direct relationships by allowing them to:

- Build direct relationships with partners: Develop one-on-one relationships with publishers and provide greater incentives and customizations. Instantly gain direct feedback from publishers and develop an understanding of what's working or not to quickly pivot and optimize campaign performance.

- Increase profit margins: Reinvest the money saved on hefty network commissions and management fees into top publishers by creating custom campaigns and payouts to gain a competitive advantage and boost affiliate program performance.

- Gain better campaign control: Gain transparency and additional control over the selection of affiliates running campaigns, increased insight into where the campaigns appear and ensure safety with GDPR compliance efforts and data protection. This approach also opens the door to custom campaigns and flexible commission structures that would not be available when working with a middleman.

- Get real-time access to performance data: Access campaign performance data in real-time instead of waiting for campaigns to end for greater visibility, cost savings, and instant optimizations. Leverage these insights to make data-driven decisions regarding spend, payouts, performance, and creative assets. CAKE also provides another option for creating and managing an affiliate marketing program and affiliates:

- Hybrid approach: Savvy marketers often combine the best of both in-house and outsourcing by implementing a hybrid approach. They use a third-party service for reach and to manage a larger volume of their affiliate partners while running an in-

house program to cultivate top-performing affiliates. For instance, CAKE allows users to manage their top affiliate marketing partners that are the most valuable in driving revenue.

Tracking and Attribution Capabilities

With ongoing consumer privacy movements such as the General Data Protection Regulation (GDPR) and browser updates that block first- and third-party tracking cookies, maintaining accurate measurements across advertising campaigns has continuously become more challenging. CAKE offers customers a variety of tracking and attribution methods that best suit their needs so that they can respect consumer privacy and maintain accurate measurements.

Tracking capabilities

- **Server-to-server tracking**: This CAKE tracking method, also referred to as postback tracking, allocates a unique ID to an anonymous consumer's interaction. In lieu of a cookie, a session ID is stored on the server-side or within the advertiser's first-party cookie, up until the point of conversion. Once a conversion takes place, the consumer's click on the ad is then attributed to their conversion through the unique ID.

- **Javascript SDK tracking**: CAKE provides a hybrid approach to tracking that leverages both cookies and cookieless tracking in conjunction with a JavaScript SDK in place of a Postback URL. When the JavaScript SDK is used with the click pixel, it reads the unique session identifier that is set in the first-party cookie by the click pixel and uses that value for campaign attribution instead of the cookie.

- **Clickless tracking**: Marketers can seamlessly track the sales attributed to a voucher code and gain a clear picture of the overall campaign success by leveraging unique voucher codes for influencer and social campaigns. CAKE offers flexibility when it comes to clickless tracking. For example, customers can create unique voucher codes for their partners. Alternatively, partners can also request voucher codes through the affiliate portal. Users can also set customized attribution parameters at the voucher-code level to determine which affiliate gets credit for the actual sale and assign an expiration date to the code.

- **Fingerprint tracking**: Commonly referred to as "session tracking" or "probabilistic tracking," fingerprint tracking aims to match the consumer's ad interaction to their conversions utilizing metadata identifiers on a click such as device, location, operating system, etc.

- **Direct linking**: Direct linking provides a great alternative for performance marketers to properly measure campaign performance when media platforms like Google and Facebook reject third-party tracking links. With direct linking, affiliates can send consumers directly to the advertiser's landing page from the first marketing interaction and attribute the conversion back to the affiliate that initiated the traffic. This tracking method appends query string tracking parameters to the landing page URL in place of a tracking link.

Attribution capabilities

Customers who leverage CAKE's multichannel marketing solution gain access to multi-touch attribution in addition to the tracking capabilities listed above.

- Multi-touch attribution: CAKE's multi-touch attribution helps customers improve campaign performance and boost return on ad spend (ROAS) with a holistic approach to measurement across all digital marketing channels. Customers can leverage CAKE's attribution to gain a complete view of the customer journey, optimize future campaigns, and better allocate digital spend. CAKE also offers a range of attribution models, including first-and last-touch, linear, time-decay, u-shaped, and custom. For affiliate marketing scenarios, we offer first-and last-touch attribution to help determine affiliate commissions.

To learn more about CAKE's attribution, access our white paper, Using Multi-touch Attribution to Map the Online Customer Journey.

Customer Testimonials

"By streamlining our affiliate and lead distribution programs on CAKE, we are armed with significantly better insights into campaign performance and the ability to maximize profitability. This empowers us to provide our clients with the best leads at the best prices, helping them drive and expand their businesses." – **Carter Matzinger, President – Surge Logics**

"Thanks to CAKE's customizable alerts, tracking features, and ease of use, we're able to streamline campaign management and better manage our company's growth. Our affiliates enjoy using the platform too." – **Ricky May, Senior Affiliate Manager – Monetise**

"Since making the switch to CAKE, we have been able to eliminate traffic that is not backing out. As a result, our traffic quality has increased, and our advertiser relations have grown even stronger." – **Matt Stowe, President – RevenueAds**

Free CAKE Resources

- Blog – Access CAKE news, how-tos, and insights
- Case studies – Read success stories from CAKE customers
- White paper – Adding Value to Your Affiliate Program with Lead Distribution
- White paper – Six Affiliate Marketing Pitfalls and How to Steer Clear
- White paper – Redefine the Customer Journey
- White paper – Keys to Successfully Launch and Grow a Lead Distribution Program
- White paper – Using Multi-touch Attribution to Map the Online Customer Journey
- Infographic – Multi-touch Attribution and the Customer Journey

Other Affiliate Networks and Tracking Platforms

A8net (Japan)
AdWork Media
Affiliate Future
Affiliate.com
Affiliatly
AvanGate
ClickBank
Clickbooth
ClixGalore
Commission Factory (AU)
Everflow
FlexOffers
GoAffPro
JVZoo
LeadDyno
MaxBounty
PayKickstart
Peerfly
Post Affiliate Pro
QuinStreet
Rakuten
Refersion
RewardStyle
ShopStyle
Skimlinks
Target Affiliates
Tradedoubler
VigLink
WarriorPlus
Webgains

Thank You to Our Sponsors

AWIN

ShareASale
Part of Awin

impact

PartnerStack

Partnerize

AVANTLINK

linkconnector
Performance Marketing Network

TUNE

CAKE

About Sarah Bundy

Sarah Bundy has been a leader in the affiliate and performance marketing industry since 2004, beginning her career in digital marketing with global e-commerce leader, Clearly.com.

In 2009, Sarah founded (and currently leads) All Inclusive Marketing Inc., a globally recognized affiliate management and strategy agency known for delivering innovative, experience-driven results led by her team of experts who DIGG (Delight, Innovate, Grow and Give Back) every day.

Today, Sarah is an award-winning business and digital marketing thought leader, named in the Top 40 Under 40, Top 100 Fastest-Growing Companies in Canada, Top 100 Female Entrepreneurs in Canada, and Top 40 Digital Marketing Strategists of 2012 and 2020. She is recognized as an expert in performance marketing by the New York Times and is listed in the Top 50 Industry Players and Most Influential Affiliate Marketers of 2018 and 2020.

Through key lessons learned from industry peers and thought leaders, as well as hands-on experience with managing innovative growth programs herself, Sarah has acquired a wealth of knowledge and a strong foundation of world-class performance marketing expertise that she loves to share with others.

About
All Inclusive Marketing, Inc.

Since its inception in 2009, All Inclusive Marketing, Inc. (AIM) has been helping brands reach, engage and convert its buyers and performance-based partnerships.

AIM has been designing and delivering best-in-class strategy, expertise, and execution of scalable, strategic affiliate marketing programs to its ever-growing roster of clients, and won the Global Excellence Award at the 2018 Performance Marketing Awards in London.

AIM's mission, vision, and purpose are all the same: **Set the standard of excellence in affiliate program management worldwide.**

AIM's global team is located throughout Canada, the U.S., and Europe and is happy to serve you and help your program grow in the right way, with the right audience, and the right partnerships for your brand.

If you need any assistance finding the right network for your program or want to chat about the information you've read, please visit www.allinclusivemarketing.com or contact an expert today, we're happy to help!

AIM

All Inclusive Marketing

Reach. Engage. Convert.