

Performance IN

Affiliate Marketing Programme Buyer's Guide

BUYER'S GUIDE
SERIES

The top networks go head-to-head

Agency comments

With more network solutions available to advertisers than ever before, it's important to consider the benefits of each solution, compared with your expectations from your newly formed affiliate channel. ThoughtMix works with a wide range of affiliate networks on behalf of its clients, and helps advertisers launch onto the right network for their needs, objectives and budget.

We share our thoughts on the affiliate network landscape.

5 things to consider when choosing an affiliate network

1. Your sector

Every network has a network of affiliate publishers ready to promote advertisers that join. It's also true that each network has particular strengths in its selection of publishers. For example, Rakuten Marketing (formally known as LinkShare) has a wide range of publishers aimed at the luxury fashion market, while being content heavy. Webgains is strong for athletic-based affiliates and Awin enjoys the largest mix of affiliates across the sectors, given the mix of its advertisers.

Depending on the type of advertiser you are, depends on the network that's going to be right for you.

One quick way to find if a network is going to be right for you is assessing the competition. Ask the networks for your key competitors that also have a program on the network. The larger the competitor, the more affiliates that are likely to be present on the network. This will help with growth to your own program if there are more relevant affiliates in your sector.

2. Deciding on management

Deciding on the management function can actually dictate the network best for your program. If you're planning to manage in-house, a network with more self-service tools will be beneficial for you to be more efficient in the day-to-day management of the program.

Instead if you are looking at an agency-managed program, it might be worthwhile discussing their preferred network. They're more likely to have closer connections with publishers on certain networks and might even have some attractive commercials for joining a particular affiliate network.

3. Territories

Most advertisers are considering growth outside of the UK, either across the pond to the US, into Europe or even into Asia and Australia. Choosing a network that has capabilities in your new markets can help expedite the process of launching into those new territories. An international network may make more sense if you're planning to enter new markets in the near future.

4. Types of affiliates / promotional methods

Outside of the sector-based affiliates, you need to consider the types of affiliates you want to work with. Some affiliate networks have concentrations on voucher, cashback and other incentive publishers, while others have more of a focus on content/influence. While overall you want a mix of affiliates, you should ask the networks for some data on the split of revenue and traffic-active affiliates by promotional method.

5. Commission levels

When launching an affiliate program, it's important to make sure the commission you're paying out is attractive to affiliates. If a larger advertiser is offering more commission than you are, consider the impact of relationships with affiliates. Invest some time in researching your market to ensure you're compensating affiliates enough to enable them to help you grow.

The affiliate network's role

On a basic level, the affiliate network is there to provide the technical side to your affiliate program. They provide tracking links for your affiliates to use, as well as handling your commission payments to affiliates, while giving you the option to validate commissions to ensure compliance.

In addition, they're also there to improve the quality of affiliates working on your behalf, removing affiliates which send spam traffic, or those that simply bid on brand-terms in order to gain additional commissions. Some networks are better than others at this. Some Affiliate networks provide their publishers with additional support to help them drive more traffic, and help pitch in to you as an advertiser. Some networks also offer managed-services, but their primary objective is as tracking platform. Those networks that pride themselves in their technology capabilities are often the ones that have the most successful affiliate programs.

With GDPR now enforced, a network that has a strong compliance arm will also be beneficial as your affiliate program grows. When considering your affiliate network, this should be a top priority, as well as ensuring only quality affiliates will join your program.

How are affiliate networks evolving their offerings?

Networks are constantly evolving, whether to implement GDPR strategies or crossdevice tracking with the dominance of mobile. However, a large trend over the last 12-18 months is international growth. The likes of Awin and Webgains have continued to open new territories while CJ and Rakuten Marketing already have a number of international territories.

Awin in particular have also shown to be investing in influencer marketing with their 'assist' tool, to compensate affiliates who were involved in the sale, but not the last interaction, whereas Rakuten Marketing and their Cadence attribution platform gives a highlighted view of all affiliates and channels involved in a sale.

Both seem to acknowledging that more often than not, there is more than one affiliate involved in the customer journey. Other networks by contrast are focusing on building up their own technology or quite simply re-skinning their platform to bring a fresh image to their network.

Finally, some advertisers are choosing a SaaS based platform, for example Impact or Performance Horizon, but for those advertisers looking to grow the number of partners as well as brand, a mainstream network can provide the connections you need to build your affiliate program.



Steve Bryant

Partnerships Director at ThoughtMix





Admitad

admitad.com

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Headquarters and global office locations

Germany (Heilbronn), Russia (Moscow), Ukraine (Kiev), Belarus (Minsk), UAE (Dubai), India (Gurugram), China (Shanghai).



Unique selling points

- Unique global reach of over 700,000 publishers
- Full offer management: account setup, promotions, publisher recruitment
- Full transparency
- Full Brand Safety
- Admitad Academy for clients/agencies

Three main competencies of platform

- Tracking actions and sales done by affiliates
- Analyzing the effectiveness of advertising campaigns
- Proprietary tools to increase the effectiveness of advertising campaigns



Costs & integration

Minimum sales revenue for network consideration

N/A

Setup / integration fee

Free to \$1000

Monthly retainer

Free to \$500

Percentage commission override

From 20%–30%

Briefly describe the on-boarding process

Brief -> Agreement -> Integration -> Testing -> Launch

We agree on the work parameters of the campaign with the client beforehand, such as allowed traffic sources and geos. We then sign a contract and integrate our tracking solution, and the account manager on our team begins promoting the client amongst our network in accordance with their work parameters.

Do you allow / work with approved third-party integrations?

Performance Horizon, Impact, HasOffers, CAKE, TradeDoubler white label

Contracting options supported

Admitad provides client with the advertising services in full alignment with the signed agreement and the insertion order. If client requests Admitad to perform additional services beyond what is provided in the general agreement, the network and client will negotiate for optional arrangements in good faith with respect to the terms, conditions, and compensation for such additional services. The agreement on participation in the Admitad Network is concluded for an indefinite term. The parties may terminate the agreement at any time.



Network breakdown

Publisher payment frequency

Weekly, On-demand, Express Payments

Payment methods

Payoneer, Wire Transfer, e-payments, PayPal

No. of staff in publisher development team

110+

No. staff in your advertiser development team

80+ across Admitad offices worldwide

No. of active advertisers on your network

1,600+

No. of publishers

700,000+

Publisher breakdown

Voucher (26%)
Cashback (40%)
Content (5%)
Influencer (9%)
Paid Social (1%)
Paid Search (1%)
Comparison (1%)
Facebook (1%)
Lead Generation (1%)
Other (15%)



What types of affiliates are most successful in your affiliate network?

Cashback/loyalty programs, comparison sites, influencers

How do you attempt to diversify your publisher base for the benefit of advertisers?

Our publisher team consists of dozens of local-language specialists in various markets to locate relevant publishers for our clients. For example, this year we have greatly expanded the number of Facebook groups in several markets. We also seek out new kinds of publishers, such as loyalty programs and Telegram channels, to bring them into the affiliate space.

How does your platform support the research, discovery and recruitment of new partners?

Our platform has several advantages for publishers, including flexible payments, several tools including deeplink and coupon generators, and detailed reporting. However, our most important asset for partners is our service – our individual-level support has led to numerous publishers leaving other networks for ours.

Describe the process of negotiating contracts with partners within your network

Everything's clear & easy as we have standard regulations and rules.

Where are your strongest markets geographically?

US, EU, Eastern Europe



Tracking, reporting & services

Do you offer app install (CPI) tracking?

Yes

Can you track sales within an app?

Yes (mobile SDK)

How do you facilitate paid tenancy payments?

Admitad facilitates paid tenancy payments due to: transparent statistics, intuitive and user friendly interface and account profiles, high-tech tracking technologies.

Do they attract an override? Yes

Can you track their performance? Yes

Can you offer cookieless tracking?

Yes

Can you offer cross-device tracking?

Yes

What type of campaign reporting do you provide?

The Admitad dashboard provides reporting about requests for cooperation, expenses, and publishers' actions such as clicks, impressions, and sales.

To tell more, annually Admitad reports about the global results and the company's achievements in the affiliate marketing industry. Advertisers are also provided with quarterly reports courtesy of Admitad's internal audit. The reports on ad campaigns are automatically sent via e-mail on a weekly basis.



Do you offer custom API integration?

Yes

What capabilities do you have to facilitate the management of global affiliate programs?

Full transparency regarding ad placement for brand protection, including manual publisher vetting.

Promotion of the campaign by experienced account managers, including additional recommendations (a vip account team service is available for recognised brands).

Search for additional partners across the globe based on the client's criteria and our monetization tools for publishers.

How does your platform support the research, discovery and recruitment of a dynamic affiliate programme?

The organizational structure of Admitad includes The Analytics Division, The Traffic Quality Control Department, The Publisher's Recruitment & Development Department. Each unit is responsible for its assigned role. We systematically improve the platform and make all necessary research for differential index bidding for publishers and advertisers. Screen reader software is also available.

How does your platform support the expansion of programs with "non-traditional" partners (e.g. influencers)?

"EpicStars" is an internal project of Admitad, consisting of an influencer database that supports all major social networks. This can help in the search for untapped influencers, brand message amplification and supercharge ad campaigns. Additionally, we constantly diversify our traffic, looking for new sources such as loyalty programs and social media groups.

Describe the process of negotiating contracts with partners within your platform

Everything's clear & easy as we have standard regulations and rules.

How does your platform help drive higher lifetime value (LTV) for customers?

Admitad provides LTV thanks to experienced account managers and special promos, including individual rates for individual publishers, access to premium campaigns, and special conditions for current campaigns.



Compliance, standardisation & support

What is your current GDPR stance?

For Admitad as an affiliate marketing network, the GDPR is a collective responsibility. If you are an advertiser, publisher or other Admitad marketing partner dealing with customer data, it's critical to have robust compliance in place. Admitad comprehensively secures its data and can ensure that all parties involved are already in line with GDPR regulations.

What protocol for product feeds do you adhere to?

XML

How does your network deal with attribution?

Last cookie wins

Your stance on multi-touch commissions / influencer payments

N/A – Admitad currently doesn't work by this model.

What measures does the affiliate network take to minimise fraud?

Violations are tracked and detected using internal monitoring systems and several rather simple yet efficient tools. BrandGuard is a tool for monitoring search engine keyword queries and protection against brand bidding. It captures contextual queries provided by advertisers in search engines. ICStuffers is a multifunctional tool for traffic quality control professionals which was developed with the assistance of Admitad experts. It helps detect all modern methods of cookie stuffing and automatic registration of cookies. ICStuffers is able to record the event log, how and when cookie stuffing has taken place. An important part in detecting violators is played by Admitad's internal statistics system, where statistics are collected by the Traffic Quality Control Department in view of the amount of publishers' traffic for particular advertisers.

How does your platform provide for tax and regulatory compliance?

Admitad ensures tax and regulatory compliance, regularly monitors and provides tax accounting, and stays in accordance with all necessary legal requirements updates.



What account management can advertisers expect?

Admitad provides a full client-centered service. Each client is assigned an individual account manager which helps with all queries and can handle any issue with the campaign. Each manager has expertise in the client's specific field to optimize the campaign, including publisher expansion, manual vetting, and traffic monitoring in accordance with the client's standards. Clients also have full access to the platform themselves, where they can see publisher ratings and activities.

What type of general support should I expect working with your affiliate network?

Full transparency regarding ad placement for brand protection, including manual publisher vetting. We have also BrandGuard, which is designed to monitor key queries of search engines and protect from brand bidding. Using BrandGuard, advertisers can decide beforehand how they want their resources monitored and moderated on a search engine. Admitad also has a tool called ICStuffers, which monitors the quality of traffic that's brought in on advertisers' campaigns. Whether it be due to fraudulent actions or low-quality traffic, brand safety can be a big concern for advertisers.

Affiliate marketing training: In 2017, in order to raise awareness of affiliate marketing industry, we launched "Admitad Academy" to share our analytics and knowledge with our publishers and advertisers.

Our individual and client-centered approach provides our clients with industry expertise by our professional team of account managers, who are available 24/7 to discuss your campaign and provide advice.

How are you planning to develop your offering in the coming year?

We plan on diversifying new traffic sources, creating better monetization solutions, and facilitating better relationships between publishers and advertisers.

Rakuten Marketing

Rakuten Marketing

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Headquarters and global office locations

We have 16 offices globally which are located in Chicago, New York, Salt Lake City, San Mateo, Seattle, Aix-en-Provence, Brighton, London, Germany, Paris, Sao Paulo, Singapore, Sydney, Melbourne and Japan.



Unique selling points

Through our global affiliate network, we empower marketers to engage shoppers across the entire consumer journey. Affiliate success comes down to partnerships — we connect advertisers with publishers to reach new audiences and influence repeat purchases. Our solutions create a holistic strategy that delivers proven incremental revenue and is continually optimised for performance.

The industry has voted us the #1 Affiliate Marketing Network for seven consecutive years, and in 2017 we eclipsed past performance by facilitating more than 100 million orders worldwide.

Three main competencies of platform

- Global reach
- Attribution & insights
- Integrated marketing solutions

Rakuten Marketing

Costs & integration

Minimum sales revenue for network consideration

£500K

Setup / integration fee

Our set up and integration fees vary dependent on our clients' integration requirements.

Monthly retainer

Rakuten Marketing operates on a performance basis. Our commercial agreements are bespoke to each advertiser and are dependent on their service requirements. These costs vary across our self-managed, advisory and full-service options.

Percentage commission override

Rakuten Marketing's commission override is dependent on the advertiser. We tailor our pricing to advertisers' ROI objectives and take into account their spend commitment, service requirements, and how many markets they will be operating within.

Briefly describe the on-boarding process

Once an advertiser has signed legal agreements, our launch process takes around two weeks. Each advertiser is assigned a dedicated launch manager to guide them through the process as well as a technical consultant to help with integration requirements. Prior to going live, a meeting is held with their account manager to outline objectives and the programme strategy. This is then communicated to the team who will be working on the programme so they can start recruiting publishers and implementing the strategy. Upon launch, the team will be in constant communication with the advertiser to discuss ongoing optimisations.

Rakuten Marketing

Do you allow / work with approved third-party integrations?

To broaden our international reach, we have partnerships and integrations with a number of local affiliate networks in markets such as China, Korea, Taiwan and Russia.

In terms of in-app tracking, we have a partnership with Button and are able to integrate our tracking with all major SDKs.

We have additionally partnered with RevTrax to enhance our O2O tracking capabilities and LiveRamp to further the effectiveness of our cross-device solutions.

Briefly describe the contracting options you support (to adapt to different affiliate-partner relationships)

From an integration perspective, we have developed custom code to ensure ease of integration with tag management solutions and e-commerce platforms such as Shopify, Magento, Tealium, Google Tag Manager, avangate, NetSuite etc.

Network breakdown

Publisher payment frequency

Weekly

Publisher payment methods

We've been working diligently to help our clients expand beyond their borders and into new markets. To further facilitate expansion, we have invested into PayPal to be able to pay publishers in 202 markets and 25 currencies. For flexibility, we also offer Direct Deposit and cheque payments. We have dedicated payment teams and work closely with payment solution providers to ensure payments are received quickly.

No. of staff in publisher development team

We have over 60 account managers in our global publisher development team.

No. staff in your advertiser development team

We have over 300 client-side account managers globally.

Rakuten Marketing

No. of active advertisers on your network

We have thousands of advertisers across our global network spanning all verticals.

No. of publishers

We have over 150,000 publishers across our global network.

Publisher breakdown

- Content
- Coupons/Voucher
- DNS/Web-Extensions
- Deals/CSE
- Financial
- Loyalty/Rewards
- Mobile
- Other
- Search
- Service Provider
- Shopping
- Social Networking
- Sub-Network
- Employee Discount

Please get in touch to find out more about publishers on our network.

What types of affiliates are most successful in your affiliate network?

We work closely with a wide range of affiliates on our network ranging from influencers and content publishers through to voucher and loyalty publishers. By utilising our unique insights and attribution platform we are able to look at where they add value in the whole consumer buying process and not just on a last click basis. This means that all affiliates on our network see success through the true value that they deliver to advertisers.

How do you attempt to diversify your publisher base for the benefit of advertisers?

Our team utilises Cadence, Rakuten Marketing's insights and attribution platform, to prove the value of different publisher types across the entire user journey. This data helps advertisers move away from a one dimensional, last-click view of performance to a three dimensional, attributed view and amend their commission structure to reward publishers accordingly. Cadence also delivers

Rakuten Marketing

benchmarking insights, allowing advertisers to spot opportunities where publishers are performing strongly for similar brands. The team have used this data to help publishers form new partnerships where they have been overlooked on a last-click model.

How does your platform support the research, discovery and recruitment of new partners?

Our business development team is dedicated solely to recruiting and growing quality publishers into the network. This team provides education and training to get them fully onboarded to the network and have maximum exposure amongst our account managers and clients.

Describe the process of negotiating contracts with partners within your network

When negotiating contracts with partners on our network, we follow this process:

- Scoping Partnership -> We would analyse the value to Rakuten Marketing clients of our potential new partnerships
- Legal Contract -> NDA, Review liability, integration and data (GDPR compliance, where applicable)
- Integration -> Scoping need for tracking, tech resources, brand or publisher integrations
- Testing -> Measurement and tracking stability
- Network Quality and Compliance Testing
- Soft Launch -> Integration tested end-to-end
- Full Launch/Roll-Out -> Internal push to get brands/business awareness ramped-up

Tracking, reporting & services

Do you offer app install (CPI) tracking?

Yes, Rakuten Marketing supports mobile App Install tracking either via native Rakuten Marketing SDK or through a number of 3rd party Mobile Measurement Providers that we integrate with (AppsFlyer, Tune, Kochava, Apsalar (Signal) and Adjust).

Can you track sales within an app?

Yes, Rakuten Marketing supports mobile in-app event tracking, including Sales, either via native Rakuten Marketing SDK or through a number of 3rd party Mobile Measurement Providers that we integrate with (AppsFlyer, Tune, Kochava, Apsalar (Signal) and Adjust).

Rakuten Marketing

How do you facilitate paid tenancy payments?

Using the Rakuten Marketing's Paid Placement Insights tool, advertisers can log paid tenancy payments in the Advertiser Dashboard and have them assigned to specific invoices. This eliminates the need to manually bonus publishers the payment each month and speeds up payment. Usually, payments are made on a monthly basis along with their commission payment. Using the Paid Placement Insights tool, publishers can keep track of placements advertisers log and pay for.

Do they attract an override?

In the UK, there is an override on paid placements charged to the advertiser as a fee for managing the entire process from recommendation to execution. In the US, we don't attract an override across all account, however, we are experimenting with multiple business models, including securing exclusive placement inventory and using buying power to negotiate more competitive pricing on top publisher websites. Also, we are developing a more data-driven approach to recommending placements, which will help ROI for advertisers and improve the market value of premium publisher placements.

Can you track their performance?

Our Paid Placement Insights tool allows advertisers to manage, track and monitor their paid placements directly in the platform. This gives advertisers and publishers increased transparency into the performance of their investments to ensure they can accurately assess the value and replicate profitable partnerships.

Can you offer cookieless tracking?

Rakuten Marketing offers a number of tracking integration options which support cookieless tracking.

Can you offer cross-device tracking?

Yes, Rakuten Marketing offers cross-device tracking.

Rakuten Marketing

What type of campaign reporting do you provide?

We use our Affiliate Dashboard to track the traffic, orders, conversion rate, sales, AOV and ROI of the placements and compare to other timeframes using our Paid Placements Insights Tool. This can be broken down by specific placements where the publishers are able to use different tracking links for the different placements/creatives. We are also able to measure the publisher or channel performance against the site performance as a whole over the duration of the campaign. Additionally, we can track various other KPIs through Cadence, Rakuten Marketing's insights and attribution platform, on a granular level for affiliate clients. This can look at the following KPIs among others:

- Bounce Rate
- Orders and Revenue – Attributed and Last-click
- ROI – Attributed and Last-click
- New User Visits
- New Customer Orders and Revenue

Do you offer custom API integration?

Product Feeds: Our affiliate customers have the ability to provide product feed data to our platform using a number of options, including a network specific format, Google Base feeds, or custom. In the latter scenarios, the customer can provide an API-based option for retrieving the product content.

Reporting: Our reporting platform (both advertiser and publisher) supports delivery of custom reporting via API.

What capabilities do you have to facilitate the management of global affiliate programs?

Seamless global service: Rakuten Marketing has expanded organically, rather than through acquisitions, so our advertisers and publishers benefit from one unified platform with localised language capabilities and currency support across all markets. Last year, 40% of sales tracked through the UK network came from non-UK markets, demonstrating how our advertisers benefit from this structure. Our regional teams and offices service affiliate programmes in real time and based on the market the client is in. We align our team in accordance with our clients' operational structures, with one account manager providing a centralised point of contact for each of our clients. This account manager works alongside local experts on the ground and in the market, providing extensive knowledge of top publishers and the digital landscape.

Tools and technology: In response to 60% of our advertisers' affiliate programmes being run across two or more global territories, we launched the ability to have multiple feeds per merchant ID. Advertisers can provide multiple product feeds for different currencies and languages to simplify feed distribution and improve affiliate success for both partners. We have also invested in global tools which make affiliate marketing easier to implement, measure and optimise for publishers working globally.

Rakuten Marketing

Multilingual team: Our international team can help facilitate conversations with non-English speaking partners. For example, our Singapore team speaks a total of eight languages.

Cross-border insights: We run global events and webinars that provide our clients with market information, industry updates and insights such as consumer behaviour, updates on tax laws, and cross-border consumer habits.

Global events: Our annual Symposium events across the globe inspire and educate over 4,000 marketers a year and give them face-to-face time with advertisers and publishers across markets.

How does your platform support the research, discovery and recruitment of a dynamic affiliate programme?

Dedicated Analytics Team: Rakuten Marketing has a dedicated analytics team who produce insights and reports to help advertisers develop a dynamic programme which include:

- GAP analysis to identify publishers that who perform well across all verticals as well as niche verticals that should be included on the programme
- Quarterly reports to showcase the top sale-driving partners on the network by advertiser vertical
- Benchmarking reports to showcase which publishers are driving sales including:
 - KPI Benchmark Report: How publishers perform for the benchmark on AOV, Conversion, ROI and Commission per order
 - Commission benchmarking report
 - Benchmarking reports from our attribution platform showing which publishers drive the most new user visits, new customer orders, strongest AOV, attributed vs. in channel revenue and highest lifetime value.

Advertiser Dashboard: Advanced searching criteria on our dashboard allows advertisers to find and recruit new publishers that suit their goals and objectives. For example, it provides the ability to search by category, keywords, traffic criteria and geographical location.

Recruitment emails: Once an advertiser has sourced relevant publishers, our dashboard provides the ability to send recruitment emails and newsletters to targeted lists of publishers directly from the dashboard.

Affiliate Consumer Graph: Publishers using our Affiliate Consumer Graph are able to deliver insight to advertisers on their audiences' buying habits which can be used to create new partnerships and generate recruitment strategies. The data driven from the Affiliate Consumer Graph allows publishers to customise the experience for users in real time by serving more relevant content and providing new and returning customers with appropriate offers.

Partnership Dashboard: Our customisable white label platform allows advertisers to deliver a personalised experience for publishers. It can provide a better experience for publishers who may not be familiar with affiliate marketing and help nurture a true 1:1 relationship.

Rakuten Marketing

Attributed Insights: All advertisers on the Rakuten Marketing Affiliate Network are given access to our insights and attribution tool, Cadence, at no additional cost. Attributed insights from Cadence have helped prove the value of publisher types across the entire user journey to create and save partnerships.

Events: Our annual Symposium London event aims to inspire and educate our give advertisers and publishers and give them valuable face-to-face time. We also run regular speed networking events which provide opportunities to discuss partnerships, upcoming promotions and campaigns on a seasonal basis.

How does your platform support the expansion of programs with “non-traditional” partners (e.g. influencers)?

Influencer Management Services: In light of the growing trend of influencer marketing and the growth in revenue from influencers and content publishers, we created a global team of influencer experts. This team delivers comprehensive influencer programme management, influencer recruitment, detailed reporting and actionable insights utilising vast pool of influencers and content publishers we have built relationships with on our network.

Partnership Dashboard: Our white label platform which allows advertisers to deliver a personalised experience for publishers on a global level through a customised, branded dashboard. The dashboard is designed to help advertisers expand globally and work with publishers who may not be familiar with affiliate marketing to nurture a true one-to-one relationship.

How does your platform help drive higher lifetime value (LTV) for customers?

We are able to track lifetime value (LTV) for both the channel as a whole and the individual publishers on a brand's programme using our Cadence, Rakuten Marketing's insights and attribution platform. We use a focus period for the initial sale and then review the subsequent sales in the following months, looking at those sales attributed to the initial publisher (so we can measure loyalty to the publisher) and where the customer shops again with the brand via another channel or another publisher (so the customer has become loyal to the brand rather than the initial publisher). We can see attributed and last-click sales while measuring LTV and thus advise the brand on which partners initiate the customer's initial and subsequent visits to the site and which publishers drive the conversion of both the initial and subsequent sales.

Rakuten Marketing

Compliance, standardisation & support

What is your current GDPR stance?

Rakuten Marketing is taking a 'consent-first' approach. This ensures the best value-exchange scenario between consumer and advertiser and gives EU consumers the right to decide with which companies they share their data. We have developed consent tools for both publisher and advertiser websites. We will still be able to track all transactions on the basis of Legitimate Interest.

What protocol for product feeds do you adhere to?

For product feeds we encourage advertisers to provide product data using a standard Google Base format for the feed data – through our systems are flexible enough to accept most .xml and delimited text files. Feeds are processed so that files in a standard format can be provided to publishers who need it. This allows publishers to pull and process feeds for multiple partners using the same format and field definitions.

How does your network deal with attribution?

As the winner of 'Best Performance Marketing Technology' at the IPMAs 2017, Cadence, our attribution and insights platform, was created to allow advertisers to view the performance of their affiliate programme in the context of the entire user journey. This enables our clients to uncover full-funnel insights, such as which publishers influence sales, which publishers generate higher AOV and repeat purchases and which publishers are being overvalued.

Your stance on multi-touch commissions / influencer payments

Our team understands the complex customer journey and the importance of recognising the influence that different affiliate partners have on the path to conversion. In order to move away from the flawed last-click measurement, Rakuten Marketing developed a commissioning engine that has the capability of rewarding affiliate publishers who influence sales at the start of a customer journey, to incentivise publishers with first-click offers.

What measures does the affiliate network take to minimise fraud?

Rakuten Marketing is dedicated to operating a clean and compliant network that safeguards our advertisers. We have dedicated Network Quality team members that have been in the industry for over 10 years. Protecting our network and our advertiser's programme are our top priorities. The combination of our experience and automated tools (proprietary tools and third-party tools) helps us manage compliance risk for our partners. We audit our publishers multiple times throughout the entire publisher's lifecycle from when they first join our network, join advertiser programmes, and

Rakuten Marketing

become order active to help grow them into top publishers in our network. We look at sales data and patterns to identify outliers that help us identify affiliate fraud.

When we identify violations, we send a communication with our business teams and other internal groups such as Legal and Accounting regarding suspicious activities. We quickly take action including but not limited to withholding their commissions, removing offenders in our network and get the publisher blacklisted. Our Network Quality team looks at all publishers throughout the entire network to protect all of our advertisers.

How does your platform provide for tax and regulatory compliance?

We conduct regular risk assessments across the group company. If an area is found to be high-risk it is prioritised. The existing internal policy is updated to adjust controls where needed to mitigate risk for that area of the business, developing new policies if needed. Our teams are then educated and trained on the policy. Audit procedures are updated and monitored regularly. Remediation will be enforced for non-compliance with the policy. In addition, we ensure compliance with IFRS and local GAAP.

What account management can advertisers expect?

All our Account Managers are supported by a Strategic Account Director, Marketing Coordinator and a Web Production team which allows them to dedicate more time to programme strategy and the optimisation of results.

What type of general support should I expect working with your affiliate network?

We have the following teams which offer support across all areas of affiliate marketing:

Network Development team: Dedicated solely to growing and recruiting quality publishers into the network. This hands-on team manages our publisher relationships ensuring we are best placed to give our affiliate programmes maximum exposure.

Technical team: Continually creating and improving our products and seeking out third-party partnerships to enhance the network.

Compliance team: Focused on identifying fraudulent publishers and checking that affiliates are adhering to programme's Terms and Conditions. This helps protect the brand and ensure only genuine sales are driven within our clients' programmes.

Education and Insights team: Provide monthly webinars, how-to articles, best practices and seasonal recommendations – such as GDPR, ASA and FCA regulations.

Rakuten Marketing

Analyst team: Conducts daily, weekly and monthly audits of programmes and provides invaluable reports and insights to optimise affiliate programmes.

Event team: Our dedicated event team is committed to helping our advertisers and publishers build direct partnerships through events.

How are you planning to develop your offering in the coming year?

Our offering will be developed in the coming year to ensure we can provide the following:

- More options around flexible commissioning offerings
- Better looking dashboards and platforms
- Assistance for publishers by adding even more intelligent optimisation tools
- Further features and functionality that allow advertisers to reach a global publisher base in a more joined up and efficient way

Additionally, we will be releasing a new paid placements 'marketplace' where advertisers and publishers can make connections based on audience data and recommendations.

Tradedoubler

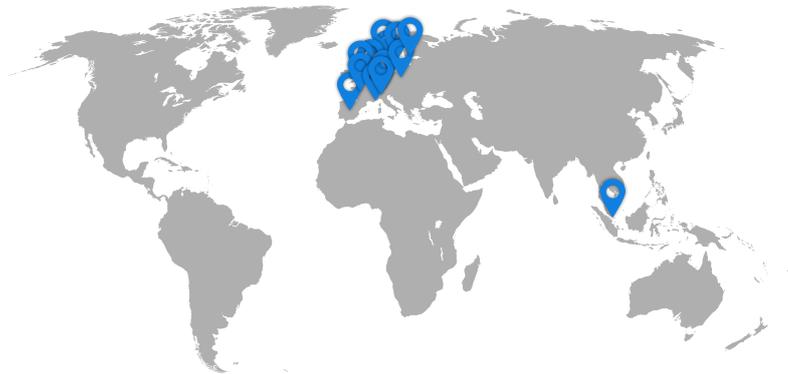
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Headquarters and global office locations

Our headquarters are in Stockholm with teams based in London, Madrid, Paris, Mougins, Munich, Italy, Rotterdam, Warsaw, Zurich and Singapore.



Unique selling points

Tradedoubler is an international performance marketing partner. With over 2,000 leading brands, more than 180,000 publishers in 83 countries we help our clients grow their online sales and find new customers for their businesses and we help an expanding network of online publishers monetise their websites.

Our powerful combination of performance-based solutions coupled with 19 years of digital marketing expertise ensures that we deliver the smarter results that help our clients to maximise the investments they make in digital marketing.

Three main competencies of platform

- Market leading tracking technology.
- Market leading business intelligence platform.
- In-house expertise and customers focused solutions.

Tradedoubler

Costs & integration

Minimum sales revenue for network consideration

We recommend our clients invest a minimum of £30k annual budget into the affiliate channel for us to be able to connect and grow their program with our network and to ensure the best possible ROI for our clients. We tend to invest 75% to 80% of that budget within the network.

Setup / integration fee

This very much varies from client to client. However, most incur an on-boarding fee covering the costs we incur in setting the merchant up on our network, providing consultancy services and access to our affiliate base via initial promotional email, etc. Depending on the client revenue potential, the on-boarding fee can be waived.

Monthly retainer

Our Monthly Minimum Fee (MMF) also varies from client to client depending on the sales revenue potential and the initial performance of the program during the 3 months incubation period. Our Monthly Minimum Fee (MMF) is usually agreed with each client individually and can be tailored to work within our clients' budget and expectations from the affiliate channel.

Commission override

We do not have a set commission override as we do not believe in a one size fits all approach, so our flexible approach to costs means that we adapt our commercials toward our clients KPIs, which in some cases translate into innovative commercials such as revenue share or sales volume overrides.

On-boarding process

Our on-boarding process consist of a 4-month period. We spend one month prior to the launch on implementation and program setup, followed by a 3 months incubation period during which a dedicated partnership manager focuses on connecting previously agreed publishers, and a dedicated account manager focuses on activating those publishers to promote the program on their website. Our clients will also soon have access to our brand new on-boarding tool, which is a dynamic way of managing integrations onto Tradedoubler's system. Our tool will provide all teams involved with the integration process - both client-side and within Tradedoubler - a clear, customised reporting dashboard with visibility of each team's tasks and progress, as well as a single point of reference for securely sharing documents and communicating in real time.

Tradedoubler

Do you allow / work with approved third-party integrations?

Tradedoubler has a number of solutions for integrating with 3rd party systems, for example we have automated solutions for on-site analytics, an application of which would be auto tagging all traffic for Google Analytics. We are also able to integrate third party tags to push conversion data, for example for an international client we can act as their global tracking platform and our 'Conversions API' allows us to push conversion data to other parties.

Contracting options supported

We support any type of commercial models through our tracking solutions to ensure a performance based relationship between any affiliates in our network and our clients.

Network Breakdown

Publisher payment frequency

Our standard payment terms frequency is monthly but we can also fast pay bi-monthly some of our publishers to support their business cashflow or the interaction with their users. We are committed to making timely and accurate payments to all our publishers and our flexible Global Payments solution enables multi-market payments in 90 currencies in 200 countries, with low transaction fees.

Payment methods

Tradedoubler only pay by BACS (Bank Automated Clearing System). We do not pay publishers by Cheque, Pay Pal or any other form.

Tradedoubler

No. staff in your publisher development team

We have dedicated publisher development teams in each market which globally represent 30 managers, all focus on network growth, publisher on-boarding and activation and top publisher relationship.

No. staff in your advertiser development team

We have over 130 Client Development Managers across our 10 offices delivering affiliates sales across 69 countries.

No. of advertisers

We work with over 2,000 leading advertiser brands and 8,000 performance programmes, helping clients to deliver 7 million sales per month and £3.5bn in order value annually.

No. of publishers

Globally we have more than 100,000 active publishers on our network (we consider as active publisher who have generated at least 1 sales over the past 12 months) and 380 new publishers applying to the network every day.

Publisher breakdown %

Our publisher breakdown varies per industry and country. Below is the overall share of active publisher type, based on revenues driven for our clients:

- Voucher (35%)
- Cashback (30%)
- Content (11%)
- Influencer (5%)
- Paid Search (2%)
- Comparison (9%)
- Technology (4%)
- Lead Generation (1%)
- Other (3%)

Tradedoubler

What types of affiliates are most successful in your affiliate network?

In term of sales volume and revenue, cashback and voucher are the most successful publishers in our network. However, each program has their own KPIs which are not always related to volume and we tend to see content, influencer and technology partners fitting perfectly with some of our advertisers' goals.

How do you attempt to diversify your publisher base for the benefit of advertisers?

Tradedoubler has dedicated recruitment specialists in every market who are involved in the active recruitment of new, innovative and high-quality publishers to the network. They also actively encourage the growth of all types of affiliates, with the aim of growing our clients' programs and achieving their KPIs.

How does your platform support the research, discovery and recruitment of new partners?

Our recruitment strategy involves engaging new publishers and those that are already in our network but currently sales inactive. There are also a number of additional account management processes that we implement to ensure consistent growth in the volume of active publishers. Programs are also regularly promoted to the network to encourage applications.

Describe the process of negotiating contracts with partners within your network

Our approach to negotiating commercials takes onboard the criteria outlined in RFP document or brief provided. Our sales team will lead the initial conversation but involve all relevant people including an assigned Client Development, Technical and Partnership manager when necessary.

Where are your strongest markets geographically?

We do business in over 83 countries and can work with our clients anywhere in the world. Reflecting the overall make-up of the online marketplace, the UK market is the strongest in term of revenue, followed by France, Germany, Spain and Italy.

Tradedoubler

Tracking, reporting & services

Do you offer app install (CPI) tracking?

Yes. Our industry-leading tracking technology supports tracking across all formats and devices. When app tracking is required, the Mobile Software Development Kit (SDK) is available for Android and Apple iOS and tracks all in-app and app download activities (leads, sales and in-app actions), even when the user is offline. Tradedoubler is also integrated with leading SDK providers.

Can you track sales within an app?

Yes, that's always possible using our SDK. We also support any 3rd party mobile technology that can offer a post back solution, which we can easily use to integrate our own tracking.

How do you facilitate paid tenancy payments?

Tradedoubler provides a full service for booking tenancies across the network. Tenancy investment has become an increasingly important part of the affiliate landscape and Tradedoubler's account management team are skilled in identifying, negotiating and managing these opportunities.

Do they attract an override?

Remuneration for tenancy handling is reflected in each commercial agreement.

Can you track their performance?

Yes, all tenancy investments are evaluated post-delivery against the clients KPI's. Additionally, Tradedoubler will provide reporting to show the value of the tenancies and use that learning when evaluating and recommending future opportunities.

Can you offer cookieless tracking?

Yes, our Cookieless Tracking solution complements our existing market-leading tracking technologies and ensures that all online journeys are accurately tracked, even when a cookie is not present. For our customers this ensures that we can provide a complete picture of all online journeys leading up to a sale. Our tracking solution is complete, accurate and reliable — ensuring the best results for our clients.

Can you offer cross-device tracking?

Yes, Tradedoubler's Cross Device Tracking allows marketers to track all online sales and understand which type of device closed each sale, using deterministic matching. The enhanced tracking platform provides marketers with a full and accurate understanding of how their digital marketing budget is performing, and publishers are accurately rewarded for the sales they generate.

Tradedoubler

What type of campaign reporting do you provide?

We offer a comprehensive reporting function, with a full suite of reports for advertisers (13 reports) as well as our affiliates (18 reports). All reports offered are updated in real-time and are key tools to help advertisers and affiliates analyse their performance. All reports are web based and can be set up to be automatically sent via email in a number of different formats including HTML, PDF, Excel, XML and CSV.

At Tradedoubler we have taken this a step further with our tableau based Business Intelligence suite, which takes our standard reporting to a new level. The important feature of our BI is that our advertisers can plug-in their own KPIs and drill down into the data they need to make better commercial decisions. What's more, they can do it very quickly and easily because of the way the data is graphically presented in an intuitive format everyone can understand.

In addition to the powerful capabilities of Business Intelligence, our User Journey reporting gives full reporting of entire online customer journeys so that our advertisers can see which channels and sites are involved in delivering their KPIs.

Do you offer API integration?

To improve communication between advertisers, agencies, and publishers Tradedoubler have developed an innovative suite of integrations or APIs. Integrations provide an efficient and agile way for our customers to share information on our network. Publishers benefit from easy to use product and vouchers feeds, as well as market-leading reporting tools. Advertisers can optimize their activity in real time as a result of the insight our APIs provide.

What capabilities do you have to facilitate the management of global affiliate programs?

Tradedoubler has a true global reach, with campaigns active across 83 countries, with 24 languages spoken and 90 currencies facilitated. Our global to local approach means that the individuality of local markets is understood and leveraged to generate the best results, whilst technical solutions and a professional international coordination team means that complex landscapes are simplified, making the implementation of multiple-country campaigns a seamless process and translating global objectives into local action.

Tradedoubler

How does your platform support the research, discovery and recruitment of a dynamic affiliate programmes?

We use various digital and subscription-based tools to identify new publishers and social influencers. In addition, all our advertisers have access to our Partnership Development Team that provides hands-on affiliate management, recruit new affiliates to the network but also actively encourage the growth of all types of affiliates across the network. In addition, our User Journey reporting means we understand the full funnel in the consumers path to purchase. By identifying key drivers within the funnel, we are able to optimise the program accordingly.

How does your platform support the expansion of programs with “non-traditional” partners (e.g. influencers)?

Our User Journey reporting allows advertisers to understand which sites are the start of their customers' online journeys but are not rewarded for sales. Our advertisers can optimise their activity and increase conversions by considering alternative / hybrid payment models that remunerate these sites for their contribution to the online journey.

Describe the process of negotiating contracts with partners within your platform

We pride ourselves in offering flexible affiliate management to clients based on their needs as an Advertiser and are happy to negotiate contract on a client-by-client basis.

How does your platform help drive higher lifetime value (LTV) for customers?

Our platform is entirely flexible to allow our advertisers to segment their entire affiliate base into groups for tactical use in effecting changes in, conversion time, AOV, customer value, lifetime value and increasing order value.

By acquiring additional data, we can support our advertisers in understanding the true value that each affiliate brings and make suggestions on how to drive higher lifetime value and improve cost efficiencies.

We also offer the opportunity to use gift card incentives to assist with acquisition, retention and loyalty campaigns.

Tradedoubler

Compliance, standardisation & support

What is your current GDPR stance?

Because we operate predominantly in affiliate marketing with no need to directly handle or store consumers personal data, Tradedoubler acts as a Data Processor and process personal data on behalf of, and for the benefit of our Advertisers. As a Data Processor, we have implemented appropriate technical and organisational measures to ensure that personal data is processed in accordance with the requirements in the applicable data protection law, the conditions in our Service Order and our DPA.

What protocol for product feeds do you adhere to?

Tradedoubler system allows for two format types; CSV and XML. Alongside the standard product feed system, we offer a Products API service. Products API lets you distribute your product database through a REST API. As soon as you push product data to Tradedoubler, it becomes available to your publishers. If you are not able to directly connect via REST API, but still want your publishers to take advantage of the Products API, we're able to manipulate your data feed via our ETL tool.

Your stance on multi-touch commissions / Influencer payments

The key to any attribution strategy is first fully understanding the ecosystem of any affiliate program, and to do that advertisers need to be able to look at the full sales journey of your customer. Our User Journey reporting enables our advertisers to make sense of these online journeys, giving them the insights they need to optimise their digital marketing spend.

What measures does the affiliate network take to minimise fraud?

Tradedoubler employ various fraud prevention measures through both manual and automated monitoring processes.

We have a dedicated team who monitor fraudulent activity across the network and ensures our network is kept free from unethical activity and untrustworthy traffic sources.

We also have a number of tools to help detect fraudulent activity and our tracking server has inbuilt functionality that check up to 40 event characteristics and automatically flags suspicious behaviour. This can include IP address, lag times and other suspicious or 'bot' based signals.

Tradedoubler

How does your platform provide for tax and regulatory compliance?

All tax rules, for each market, are built into the platform and is compliant with all necessary regulations. All pay-outs made are checked against blacklists of bank information known from non-compliant publisher account and countries when non-compliance is a particular problem.

What account management can advertisers expect?

As each merchant have different requirements from the affiliate channel, Tradedoubler provides bespoke support tailored to each individual client's needs. Our service options allow our advertisers to determine what level of strategy, planning and program management is right for their organisation.

What type of general support should I expect working with your affiliate network?

We surround all our advertisers with all the support needed to achieve their objectives. We offer a combination of account management with ongoing partnership development and dedicated technical experts to provide a consistent service across markets.

How are you planning to develop your offering in the coming year?

The Development Team at Tradedoubler are always working to deliver new features that keep our offering at the cutting edge of the market. Our advertisers and publishers' requirements are always at the centre of steering our development and our larger partners are invited to discuss their requirements and influence our roadmap.

Currently there are a number of projects underway for delivery in 2018. The first is an overhaul of both our advertiser and publisher interfaces. Once completed, the API modernisation will mean that beyond the dashboards supplied as standard, Tradedoubler will be able to create bespoke interfaces for individual clients, providing an entirely customisable experience.

A key part of the new interface will be the communications centre which will facilitate more direct communication between advertiser and publisher whilst maintaining a log of all agreements.



TradeTracker.com

tradetracker.com

Contact: Josh McKenna / jmckenna@tradetracker.com / +44 20 3397 7602

Headquarters and global office locations

Our headquarters is located in Almere, Holland with offices based in Belgium, Czech Republic, Germany, Denmark, Spain, France, Italy, Norway, Poland, Russia, Sweden, Portugal, United Kingdom, Austria, Switzerland, India, Mexico and Brazil.



Unique selling points

[TradeTracker.com](https://tradetracker.com) understands affiliate marketing is more than merely tracking transactions by remunerating all involved touchpoints through Real Attribution. TradeTracker distinguishes itself by offering quality, transparency and a user friendly interface.

Three main competencies of platform

- Technology excellence
- Transparency
- Scalability



Costs & integration

Minimum sales revenue for network consideration

N/A

Setup / integration fee

0-£1,250

Monthly retainer

0-£125

Percentage commission override

Variable

Briefly describe the on-boarding process

When the agreement is signed, clients are introduced to their personal account manager. Clients are taken through technical integration steps & campaign goals will be defined, thereafter a commission model is advised. When all is set up and tested the campaign is launched and promoted amongst Publishers.

Do you allow / work with approved third-party integrations?

DoubleClick, HasOffers, Impact, PGH, adjust, Apps flyer

Briefly describe the contracting options you support (to adapt to different affiliate-partner relationships)

Clients have the possibility to sign a standard contract or tailor made agreements with extensive SLA's, depending on client needs and additional services like Real Attribution and adMonitor.



Network breakdown

Publisher payment frequency

Weekly

No. of staff in publisher development team

80+

No. staff in your advertiser development team

100+

No. of active advertisers on your network

6,000

No. of publishers

450,000

Publisher breakdown

Voucher (16%)
Cashback (14%)
Content (19%)
Influencer (13%)
Paid Social (2%)
Paid Search (4%)
Comparison (10%)
Technology (8%)
Facebook (2%)
Lead Generation (2%)
Display (10%)



What types of affiliates are most successful in your affiliate network?

- Niche content
- User groups/loyalty
- Voucher sites

How do you attempt to diversify your publisher base for the benefit of advertisers?

- Real Attribution
- GAP analysis & recruitment
- Tools to find & recruit partners

Describe the process of negotiating contracts with partners within your network

TradeTracker works with transparent contracts that need little changes to adapt to clients needs.

Where are your strongest markets geographically?

EU, LATAM, MENA

Tracking, reporting & services

Do you offer app install (CPI) tracking?

Yes

Can you track sales within an app?

Yes



How do you facilitate paid tenancy payments?

[TradeTracker.com](#) initiates and negotiates. When agreed, tenancy will be booked and invoiced.

Do they attract an override? Yes

Can you track their performance? Yes

Can you offer cookieless tracking?

Yes

Can you offer cross-device tracking?

Yes

What type of campaign reporting do you provide?

Automated (email), dashboard, API

Do you offer custom API integration?

Yes

What capabilities do you have to facilitate the management of global affiliate programs?

- Global account management + local support team
- Single currency invoicing
- Global tracking

How does your platform support the research, discovery and recruitment of a dynamic affiliate programme?

Extensive categorisation, customised daily newsletters, publisher development team



How does your platform support the expansion of programs with “non- traditional” partners (e.g. influencers)?

- Dedicated development team
- Monetisation technologies
- On site training & events

How does your platform help drive higher lifetime value (LTV) for customers?

Post-conversion promotion through attribution. Monitoring of publishers and to adjust promotions.

Compliance, standardisation & support

What is your current GDPR stance?

Fully compliant, stands as (joint) data controller.

What protocol for product feeds do you adhere to?

Will be standardised and before served to affiliate, making them uniform.

How does your network deal with attribution?

In-house developed as well as integration with 3rd parties (e.g. VisualIQ, 55 agency, Exactag)

Your stance on multi-touch commissions / influencer payments

Depending on campaign goals attribution is the solution to activate publishers by giving them a fair share for their work, no matter the number or position of touchpoints within the customer journey.

What measures does the a liate network take to minimise fraud?

- Quality control team
- Automated checks (bank account, email, IP, etc) - International blacklist
- Showing click origins
- adMonitor



- Manual publisher approval
- Verification of publishers

How does your platform provide for tax and regulatory compliance?

- Automatic correct taxation based on company type and location
- Clear guidelines and processes (e.g. GDPR, email marketing)

What account management can advertisers expect?

Clients will have a personal account manager that helps with: publisher recruitment, optimisation, fraud monitoring, tenancy negotiation, training, benchmark, publisher newsletters, invoicing, technical queries, reporting

What type of general support should I expect working with your affiliate network?

[TradeTracker.com](https://www.tradetracker.com) is an all-inclusive network, meaning that newsletter send-outs, campaigns promotions, upload of banner material, affiliate acquisition/optimisation, traffic migration services, fraud detection/protection, and any support from a technical perspective such as customised reports and tracking solutions is included.

How are you planning to develop your offering in the coming year?

Keep technological excellence by further developing tools for tracking, reporting, Real Attribution. As well as continued global expansion into new markets. Further develop monetisation tools for Publishers.



Affiliate Future

Affiliate Future is part of Global Data PLC and has been running performance marketing campaigns since 1999, we now work with over 700 advertisers across all sectors, from the likes of; Jet2holidays, Cathay Pacific, Singapore Airlines, Trespass, Harveys Furniture, Oak Furniture Land, SKY Bet and Bensons for Beds.

Unique selling points

Affiliate Future is the ultimate online marketing method as you pay on a performance basis. We offer great value coupled with exceptional customer service. The Affiliate Future team has over 130 years of combined experience working in the online media space.

Main competencies

- Exceptional Customer Service
- An account management service unique to each client's requirements
- Flexibility to build innovation around our client's needs



Affilired

Affilired is the first performance marketing agency to focus on the travel industry.

As an agency, we are proud of taking a holistic approach to the performance marketing campaigns we manage for our advertisers, using cutting edge technology.

Unique selling points

Publishers benefit from our multi-platform connectivity, providing pure CPA Travel programs in some of the leading affiliate networks and advertising platforms around the world. Whether you are a travel company wanting to increase your international traffic and brand awareness or you are a publisher wanting to monetize your site, Affilired is your perfect partner. Call us on +34 971 908 803 or email info@affilired.com

Main competencies

- International Travel campaigns on a CPA basis.
- Advertisers only pay a commission on each validated sale. No set-up fees.
- Publishers benefit of on-time payments through their preferred affiliate network.



Awin

Awin is the UK's *Industry Choice of Network* having won the award for eleven of the last twelve years.

Part of the Axel Springer and United Internet Groups, Awin is a global affiliate network. With ShareASale and affilinet, the Awin group is comprised of 15 offices worldwide, 1,000 employees, 100,000 contributing publishers and 13,000 advertisers, connecting customers with brands in over 180 countries around the globe. Operating across the retail, telecommunications, travel and finance verticals, Awin generated £12 billion in revenue for its advertisers and £540 million for its publishers in the last financial year.

Unique selling points

The Awin Publisher Development team was awarded *Best Publisher Development Team 2018*. The Account Management team has been recognised within the industry for producing *Best Managed Affiliate Programme* several times at the Performance Marketing Awards, and has been awarded for work with brands including BT, very, John Lewis and Carphone Warehouse.

Awin offers unparalleled access to whitepapers, sector trends and editorial publications. Clients can access comprehensive affiliate marketing insights and will be provided benchmarking for their affiliate programme, gap analysis and sector insights.

All publishers are fully searchable, and with hundreds of publisher applications weekly, there is no shortage of opportunities for an advertiser to diversify their publisher base and take advantage of new opportunities.

Awin is an active member of the Internet Advertising Bureau's Legislation and Standards Committee. Awin and its publishers are compliant with any developments and recommendations issued by regulatory bodies such as the ASA and Ofcom, and the network is compliant with the recent European-wide changes to data protection laws.

Main competencies

- Intuitive, easy-to-use platform with proprietary technology
- Diverse affiliate network with global reach
- Expert and specialist account management and support



Blue Owl

Blue Owl is a new type of performance marketing platform which focuses on electronic marketing – primarily email and sms marketing. Despite many other tools and services designed to kill off these communication channels they're still the most used communication channels in the world. People constantly check email inside and outside of work and an sms message sent to a consumers phone is checked within seconds. These marketing channels just needed bring into the 21st century, this is what Blue Owl enables.

Unique selling points

There's always been regulatory requirements around electronic marketing but this has been tightened up recently under GDPR. Failure to follow the regulations and to prove consent for marketing can result in large fines. The technology behind Blue Owl brings many benefits from both a regulatory and marketing standpoint.

Blue Owl has been designed to allow updates and decisions to be made across all publishers in real-time. Updating marketing creative, suppressing marketing going to current customers, globally managing opt-outs and many more features are all real-time in Blue Owl.

You can now safely open up 'just in time' marketing promotions safely like never before.

Main competencies

- GDPR grade proof of consent
- Built for 'just in time' marketing
- Real-time marketing decisions



CJ Affiliate by Conversant

CJ Affiliate by Conversant is the leading global affiliate marketing network, specialising in pay-for-performance programmes that drive results for businesses around the world. The CJ Network helps to reach and connect with millions of online consumers every day by facilitating productive partnerships between advertisers and publishers. Drive more sales and expand your reach - experience the Network Effect with CJ.

Unique selling points

Join 4,000 elite global brands and 70,000 publishers on CJ Affiliate's network.

Trusted for our expertise in affiliate marketing around the world, organisations big and small work with us for our results, our relationships and our service. From globally recognisable brands and international agencies, to local SMEs, our clients represent a huge range of verticals, geographies and cultures. This means we're uniquely qualified to deliver affiliate marketing excellence on a global scale backed by an unrivalled 20 years of industry knowledge, technical know-how and data.

Main competencies

- Unrivalled personalisation through data – Harness one-to-one personalisation between brand and consumer
- Omni-channel, cross-device tracking – Measure the influence of affiliate on customer action no matter where they are, or which device they use.
- Trusted by global brands and publishers – Over 4,000 brands and 70,000 publishers around the world rely on us for their affiliate marketing.



Cpamatica

Cpamatica is a global affiliate CPA network based in Kyiv, Ukraine, which operates throughout North and South America, Europe and Asia. We treat partners as valued members of our community. That's why the best in the industry are with us. Working with Cpamatica brings you to hundreds of offers and advertisers from various verticals like Dating, Mobile, Weight loss and many more.

It is not just a network - it's a thing that makes you look more professional. It's all about creating experiences that transform affiliates, brands, grow businesses and make people's lives better.

Unique selling points

Working with Dating niche for a very long time we are distinguished as a proven expert in this niche with more than 500 dating offers. This means we provide you with the unique and more beneficial conditions to grow your own way.

Cpamatica brings you to more than 900 offers and hundreds of direct advertisers from various verticals like Dating, Mobile, Weightloss and more. And thanks to the custom in-house system we always keep track of traffic and able to make new features for our affiliate's comfort.

We provide you with regular weekly payments without hold, via various payment methods like Webmoney, Paypal, Payoneer, Paxum, ePayments and Wire. Minimal payment starts from \$50.

Affiliates from all around the world have joined Cpamatica. We truly care about the needs of our partners, this is why we aim to provide the best and the fastest customer service with a dedicated support team and continuous monitoring. If you join our platform you will know what we are talking about.

Main competencies

- Dating, both Mainstream and Adult.
- Mobile offers (CPI, CPL, CPA)
- Health&Beauty (Direct sales and trial)



financeAds

financeAds International is the Premium Affiliate Network for Banks, Insurers and FinTechs delivering high quality leads through a network of highly relevant financial publishers across Europe.

We help financial service providers to market their products and services online, offering a broad range of financial publishers and large expertise in quality leads generation.

Founded in March 2015 as a joint venture between Berlin company builder and Fintech guru, FinLeap and financeAds GmbH & Co. KG, financeAds International allows financial providers to rapidly scale their acquisition campaigns highly focused on ROI by monitoring and safeguarding the brand through a reliable and functional platform.

Unique selling points

Less is more is our philosophy at financeAds. We know how affiliate marketing can be often perceived as a low quality/high quantity traffic and how this is particularly true and relevant within the financial industry.

financeAds International removes this gap by offering a very finance-centric network of hand-picked, highly relevant online publishers that are focused on bringing qualitatively high leads.

We have a very unique a boutique approach to client management and our local teams of dedicated professionals advise on the best mix to optimise ROI and achieve a cost per acquisition that is as low as possible, without compromising quality.

Our clients appreciate our expertise, our focus on delivering results and on a personal and professional management of their campaigns.

Main competencies

- High expertise in Financial Advertising & Affiliate Marketing
- Premium & personalized Account Management Services for Advertisers and Publishers
- Consultancy services (best practice sales funnels & landing page optimisation)



GLOBALWIDE MEDIA

GlobalWide Media

GlobalWide Media is a data-driven digital marketing leader, providing premium media solutions for the world's leading brands and agencies.

Unique selling points

Powered by data science, GlobalWide Media connects advertisers with high performing audiences through direct response and brand campaigns. Using thousands of unique proprietary data points, our technology makes accurate monetary predictions, maximizing brand awareness and profit.

With multiple international locations, campaigns in over 100 countries, and delivery partners in 80 locales, GlobalWide Media has the expertise and reach to exceed your expectations.

For the past ten years we have delivered unparalleled results across key consumer verticals and distribution methods. In addition to generating over 5 million monthly conversions and \$3 billion in annual sales, our clients choose us for thought leadership, proprietary data and brand safety prioritization.

**KWANKO**

Kwanko

Kwanko, founded in 2003 and present in 13 countries throughout Europe and the Americas, is an international leader in cross-device performance marketing. Kwanko help its advertisers reach their goals, whether they are branding, traffic, influence, app downloads, lead generation, sales, or drive-to-store traffic. And help its publishers maximize their advertising revenues.

With an international network of more than 150,000 direct publishers, the biggest international email marketing network with more than 500 million opt-in and deduplicated email addresses, and a mobile DSP connected to more than 90 SSPs, Kwanko is able to connect brands with their audience everywhere, globally.

In order to optimize the performance of its campaigns, Kwanko draws on the expertise of its account managers and on its proprietary technologies:

- Netaffiliation for affiliate marketing campaigns
- Kwanko Mobile for mobile advertising campaigns

Unique selling points

Kwanko work with top tier and long tail publishers to create partnerships with brands through their websites, apps, blogs, and social pages.

We have dedicated publisher-management and IT-support teams, available on demand 24/7 to assist and guide our publishers to monetize their web and mobile traffic.

Thanks to our unique ability to combine a global vision with local management, we are able to propose over 3000 international and local campaigns through all verticals to our publishers.

We also develop a large range of analytical tools to simplify the automation of our publishers daily tasks (API, Web-service, tag manager, detailed statistics and reports, all kind of feeds, tracking cross-device, and many more).

Every year, we organise events dedicated to our publishers, such as Publisher days, Kwanko Academy, and speed meeting where our publishers can meet advertisers, as well as sweepstakes.

15 years of close publisher relations resulted in Kwanko winning the Publishers' choice of Network Award at the European Performance Marketing Awards in 2016.

Main competencies

- Dedicated publisher-management and IT-support teams
- Detailed statistics and reports to simplify campaign management
- Multiple payment methods and a simplified billing process



Linkwise

Linkwise is the largest affiliate network in Greece. With more than 500 advertisers and 12,000 publishers, we have been the undisputable market leader since our launch, in 2008. A local network, with global standards, we are always ready to help everyone achieve their performance marketing goals in the SE Europe area.

Unique selling points

Running a successful affiliate network is all about finding the right balance and this is what we do at Linkwise.

On every campaign running on the network, we balance the needs of advertisers with those of affiliates, so that it is always a true win-win collaboration, which is the essence of affiliate marketing. This can only be achieved through a deep understanding of the mentality of both sides, but also requires continuous communication between our teams.

The perfect balance is also required between technology and people, that's why we equally invest in both. Our custom-built platform is continuously improved and new features are added all the time, while our people provide unparalleled support to all our partners.

And don't just take our word for it! Our "Publisher's choice of network" award in the European Performance Marketing Awards ("Rest of Europe" category) can serve as our advocate.

Main competencies

- Technical in mind, human at heart
- Unmatched local knowledge
- Zero tolerance on fraud



Monetise

Monetise is a UK-specialist affiliate network, with a lead-generation team that has worked with some of the country's leading names. In addition to our work with household brands, Monetise are vastly experienced in identifying avenues of new business for some of the UK's most rapidly-developing companies.

Unique selling points

Monetise works on both sides of the affiliate chain, meaning a plethora of great affiliate campaigns, backed up by an extensive affiliate portfolio with a track record of quality and volume.

Compliance and quality are at the heart of everything we do. Monetise has a dedicated compliance and account management team in place to ensure that only the best affiliates are sending the highest quality leads, in compliance with the latest GDPR legislation.

Give the Monetise team a call today to discuss your lead generation requirements, on 01332 419999, or email info@monetise.co.uk

Main competencies

- Direct and exclusive UK offers on a CPA/CPL basis.
- A personal account manager for both advertisers and affiliates.
- Monthly and weekly payment terms, to suit you.



MoreNiche

MoreNiche are a health affiliate network, founded in 2002. MoreNiche has earned a solid reputation for industry leading tracking, fantastic affiliate support (every affiliate gets their own mentor) and the highest paying offers in their industry. One of the most transparent affiliate networks online they publish realtime stats available from <https://moreniche.com/stats/>

Main competencies

- Tracking – MoreNiche track an additional 11.5% than any other network
- Support – Every affiliate is assigned a personal mentor to grow sales
- Offers – Highest converting offers in their niches



Optimise Media Group

Optimise Media Group is a privately owned Global Performance Advertising company, providing Affiliate Marketing, Reward Marketing and Lead Generation technology & management.

We help brands scale cross-border in nearly 50 different countries by blending global technology with local expertise. We combine our Network of global and local publishers with media buying expertise and credibility in all key markets to help brands can reach wider and deeper into their chosen markets.

Optimise has offices in Norwich (UK), Delhi, Jakarta, Sao Paulo, Singapore, Sydney and Warsaw, with further expansion planned across SEA and MEA.

Optimise has received numerous awards from the International Performance Marketing Awards, UK Performance Marketing Awards and The Sunday Times HSBC International Track 200.

Unique selling points

In 2017 we delivered over \$1 billion in online sales for over 1,000 advertisers through our global network of publishers and media. Our 'pay-for-performance' model means there's no risk for advertisers.

Our global publisher network enables advertisers to access millions of 'in-market' customers, and we make it easy for advertisers to connect with their next customer and deliver sales online from day one. Our proprietary universal tracking, performance analytics and local expertise means we know who your best customers are, where and how to target them.

We're also more than just a platform. Our supported performance analytics and delivery of 'full-funnel' performance advertising enables clients to get the most out of their traffic and budget and eliminate ad spend wastage.

This is why some of the world's leading brands (Tesco Bank, HSBC, Expedia, Agoda, Amazon, Microsoft, Lazada, Citroen etc.) chose to work with us.

Main competencies

- Universal tracking that unifies web and app as one, real-time
- Data-driven performance analytics enabling more sales and a better ROI
- Experts in scaling campaigns cross-border through our global, localised network



RevenueWire

With over 10 years of proven experience, RevenueWire is a world leader in the performance marketing space. Our proprietary tracking platform is designed to support and manage global traffic & payment models (CPA, CPS, CPL, Mobile, CPI, Rev-share). With customer satisfaction in mind, RevenueWire prides itself on helping businesses and affiliates make more money online.

Unique selling points

Our performance marketing and payment processing platform is designed to support and manage the end to end transactions for offers across multiple industries and geos.

For businesses, we'll work with you to maximize your revenue through optimizing your entire sales funnel and our ecosystem of performance marketing channels.

For affiliates, you'll gain access to a dynamic catalog of high-converting, high-paying international offers from global advertisers across multiple verticals.

Main competencies

- Payment processing and performance marketing integrated on one platform
- Global offers available in multiple languages in numerous verticals
- Top marketers driving new users to big brands



Visualsoft Affiliates

Visualsoft Affiliates was launched in 2014, working closely with major industry partners to deliver an exceptional experience for both publishers and advertisers. Our industry leading affiliate network technology is designed with campaign management and data transparency at its core.

With 20 years of experience in eCommerce, we knew what the Affiliate industry was lacking, and set out to fix it. We created Visualsoft Affiliates to empower both publishers and advertisers with market-leading technology and expert, strategic account management.

Our team create bespoke affiliate campaigns for our advertisers by building long-term, mutually beneficial relationships with publishers - our focus is ROI, our expertise is retail.

Unique selling points

We hunt down the very best publishers to achieve your business objectives, from over 100,000 registered accounts across the world we have access to an unrivalled inventory of premium and long-tail publishers working across numerous technologies and verticals.

Developing long-lasting and mutually beneficial relationships with your publishers is the most important element of a successful affiliate campaign. We communicate with your publishers as an extension of your business and work to maximise the return for all parties.

Whether it involves bringing new publishers onto the account, redefining goals with existing publishers or making changes to the setup and technology. Our goal is always to help you (and your publishers!) grow.

Main competencies

- Industry leading platform and account management
- Worldwide coverage in over 60 currencies
- API lead platform with data insights



Webgains

Webgains is a high-performance affiliate marketing network. Founded in 2004, we have expanded to manage programs across 14 countries and combine world class expertise with cutting edge technology that put our clients at the top of their game. We have a deep understanding of key markets and are dedicated to fighting your corner in a crowded marketplace where only the boldest moves make a difference. Webgains is your performance coach – when you win, we win too!

Unique selling points

We know that the best performance marketing programs flow from partnerships which allow us to think like our advertisers and deliver the expected results, so we encourage and train our people to think creatively about their programs. We become the extension of the brand ideas and marketing strategies you create, executing them professionally in the performance marketing space.

Our team will plan and manage a scalable content partnership strategy, provide agile promotional planning, affiliate optimisation and affiliate recruitment aligned with your values. We will champion innovations and test emerging affiliates, and provide vertical-specific strategic insights. As a data processor, we remain agile to take quick, intuitive action to give you the edge.

Webgains is a 'right-sized' business. We are big enough to provide comprehensive service and financial stability, but small enough to work in multi-disciplinary teams that get the best results time and time again.

Main competencies

- Best in class customer service
- AI led technologies and insights for advanced control
- Global reach with native relationships



WOW TRK

WOW TRK is a global affiliate network based out of the UK which started in 2007. Since then it has offered a quality and reliable service to our 10,000+ Affiliate base. We list CPL and CPA offers for affiliates to promote with top payouts and exclusive deals.

Unique selling points

We have over 500 offers listed on the network but you can easily filter down offers to find ones which will work for your traffic. You can filter by country, category, conversion type, creative type, payout and more. We also let affiliates see the top performing offers by EPC (Earnings Per Click), CR (Conversion Rate) and which offers are trending in popularity.

WOW TRK also builds unique tools for affiliates to save time and to increase revenue with automatic optimisation options.

Main competencies

- Unique Affiliate Tools to Help Increase Earnings.
- Top Payouts, we regularly review our payouts against competitor networks.
- Dedicated account managers for all Affiliates.

Contact us

Fancy getting your voice heard at PerformanceIN?

We work closely with a range of different performance marketing experts to produce reports, Buyer's Guides, research and articles for the benefit of our growing audience.

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