

Affiliate and Partnerships Industry 101

Digital marketing channel

Any online medium that showcases a company's product or service in front of an audience.

Why partnerships?

- Diversify marketing spend
- Create consumer trust
- View affiliates as partners

Paid online marketing channels



Paid search



Retargeting



Influencer



Display



Social



Affiliate & partnerships

Vertical markets

Networks of companies and customers that are interconnected around a specific niche.

Examples:

Retail

Financial services

Subscription

Travel

Payment types

- Revenue sharing (rev share)
- Cost per lead (CPL)
- Cost per install (CPI)

Key players

- Advertisers
- Agencies
- Affiliates
- Tracking technology

KPI categories

- Volume-based
- Business program
- Benchmark

Pricing models

- Cost per thousand/mille (CPM)
- Cost per click (CPC)
- Cost per action (CPA)

Acquisition channels and payment methods

