

Driving Exponential Growth from Launch



Health & Beauty Merchant

- ✓ Humanize program by putting a face on their customer
- ✓ Meet with affiliates to educate them on products
- ✓ Empower affiliates with technologies and tools
- ✓ Diversify with non-traditional affiliates to grow program
- ✓ Flexible with campaign promotional allowances
- ✓ Stands out with new affiliate technologies



Electronics & Technology Merchant

- ✓ Use of product data to highlight affiliate opportunities
- ✓ Empower affiliates by selectively increasing payout
- ✓ Meet with affiliates to educate them on products
- ✓ Empower affiliates with technologies and tools
- ✓ Flexible with campaign promotional allowances
- ✓ Stands out by showing gratitude for effort and success

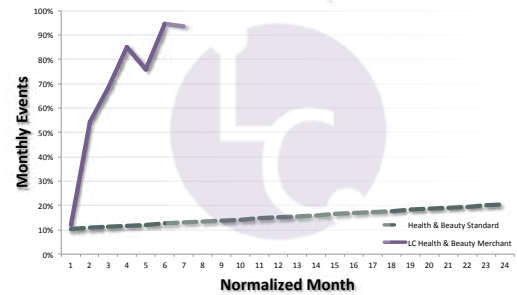


Apparel & Accessories Merchant

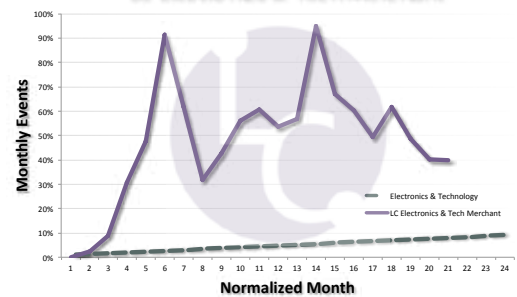
- ✓ Humanize program by building affiliate connections
- ✓ Meet with affiliates to educate them on products
- ✓ Use of product data to highlight affiliate opportunists
- ✓ Empower affiliates with technologies and tools
- ✓ Diversify with elastic affiliate promotional types
- ✓ Flexible with campaign promotional allowances

CASE STUDIES

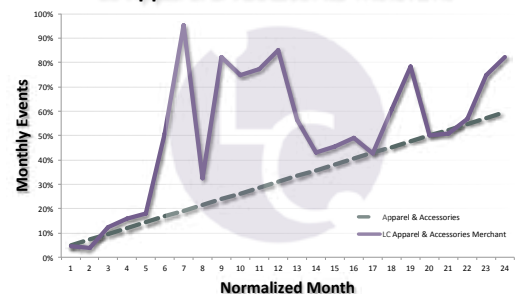
LC Health & Beauty Merchant



LC Electronics & Tech Merchant



LC Apparel & Accessories Merchant



Driving Exponential Growth from Launch

Humanize Your Program

- + Build connections with affiliates and meet face to face
- + Help put a face on your customer
- + What motivates a shopper to purchase?
- + Use data to point out what isn't obvious (e.g., top selling categories)

Empower Your Affiliates

- + Increase payouts selectively to those who can do more
- + Meet with and educate affiliates on your products and services
- + Re-purpose internal assets for affiliate education
- + Give affiliates the technologies and tools they need

Diversify Your Reach

- + Tap into elastic affiliate promotional types like Search, Social and Display
- + Lean on network to make it easy for non-traditional content sites and influencers to join your program
- + Turn to non-traditional affiliates like loyal customers, engaged social followers and Biz Dev Partners

Stand Out

- + Does your Affiliate Program page talk to your brand strengths (e.g., Alexa, Made in USA, etc.)?
- + Do you show gratitude for effort as well as success?
- + Are you flexible with campaign allowances?
- + Are you on the forefront of using new affiliate technologies?

PROGRAM STRATEGIES



50% of affiliates feel their relationship with an Affiliate Manager is **CRUCIAL**

Source | AffStat

What Affiliate Marketing technologies would better empower your affiliates?

Most programs have 3 types of affiliates driving 90% of revenue
Do BETTER!

Source | ReferralCandy

83% of satisfied customers are willing to give referrals, but **ONLY 29%** actually do!

Source | ReferralCandy