



Awin Best **Practice** Guide for Affiliate Marketing



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Industry Best Practice

Learn the essentials of affiliate marketing

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Summarises the key tasks and responsibilities for when running a programme

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Support & Resources

Discover all of our online support to virtually hand-hold you through your journey



Key Considerations

Key things to **consider**



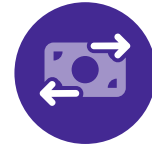
Affiliate marketing is a **long-term** marketing strategy and builds up overtime.

Start with **achievable goals** that can be developed as your affiliate programme matures.



It takes **time** and **resources** for affiliates to create promotions.

It's important to provide affiliates **adequate notice** for any **changes** to your programme that will directly **impact** them.



As a **performance-based model**, for every pound you spend, you should be getting **multiple pounds in return**.

It makes **no sense** to cap spend.



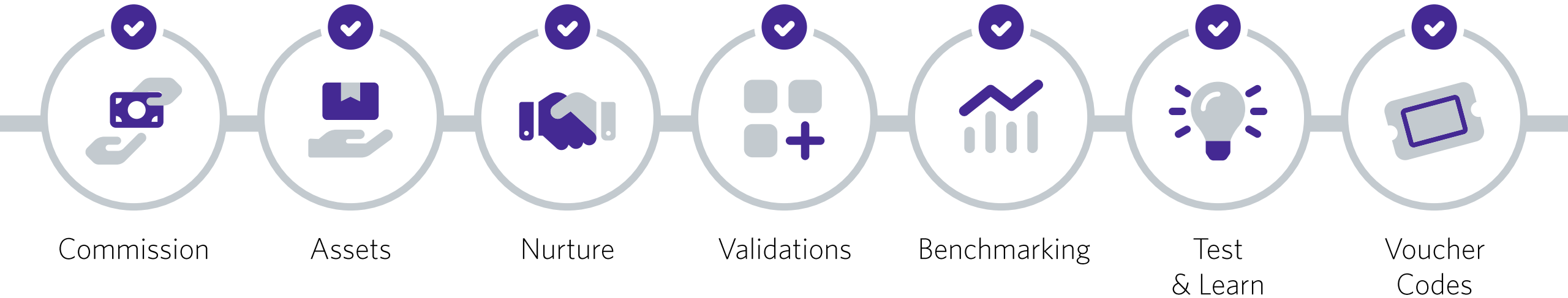
Be **responsive and patient** when **communicating** with your affiliates.

Test new partnerships and **analyse results**.



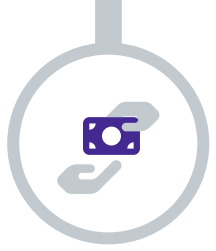
Industry **Best** Practices

Industry **Best** Practices



Commission

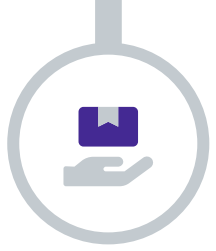
Industry Best Practice



- Make the commission structure **competitive**, but make sure you have enough **flexibility to increase** commissions for short-term **campaigns**.
- Using commission tools to **offer dynamic commission**.
- Create commission rates for different **publisher types**.
- Create tiered commission structures to increase commissions on a higher basket value and **increase AOV**
- Reward monthly bonuses to **incentivise publishers** to reach a certain goal

Assets

Industry Best Practice



- Affiliates will look for collateral to **help them promote** your brand. Make sure to provide industry standard sizes, including your logo with a transparent background
- Best formats are **GIF or JPG** to keep file **sizes small**
- Best practice would be to provide a **set of 6** or more animated banners that promote an offer and have a strong **call to action**

- Keep banners **up-to-date**. There needs to be **consistency** between the creative and the advertisers landing page to facilitate conversion
- Never delete banners, always **update banners** with new ones
- Providing products through a product feed will open up a lot more **affiliate opportunities**, such as Price Comparison and Google Shopping (CSS)

Nurture

Industry Best Practice



- Communicating **effectively** with your affiliates is always going to be **important** especially when setting up your affiliate program. Adopt a direct line of communication via email or telephone
- Use your Account > Overview to **highlight the benefits** of signing-up to your program, information about you, USPs, plus information relating to the commission structure and validation rules
- Ensure you process affiliate applications on a **regular** basis to keep the **momentum** going. In instances when an application is rejected (maybe the publisher site does not fit your brand). It's important to inform them of the **rejection reason**. The publisher may have another site that is more relevant to feature your products.
- Communication is key, be **proactive** and reach out **directly** to affiliates that you are most interested in partnering with. Be patient while you wait for a reply
- Provide **advanced notice** of any offers, sales or product launches. Be sure to upload offers and voucher codes and **keep up-to-date** on the My Offers tool
- **Regularly** send out communications via the Communication Centre. Provide them with **relevant information** to promote your brand. Whether this is latest offers, top sellers or best converting products, all information is valuable to your publishers - no matter how big or small.

Validations

Industry Best Practice



- Your account is set to **auto-validations** so transactions will auto-approve 7 days after your returns period
- It's important to **validate pending transactions** as often as possible to prevent paying commission on **non-valid sales** e.g. returns and cancelled orders
- Cashback and Loyalty publishers may raise [Transaction Queries](#) (TQs). It's important that you review these via Commission > Validate Transaction Queries in the same way you **process your transactions**. TQs will automatically approved after 75 days of being raised
- Ensure you provide **transparent and reasonable** reason when declining any invalid transactions
- It's best practice to **approve all transactions** whereby a voucher code is present. It's **unfair to penalise** publishers for something that's out of their control
- A programmes **decline rate** is visible to publishers. On average a decline rate sits between **20-30%**. Anything above this will be a cause for concern for publishers and they may not join a programme if the decline rate is too high

Benchmarks

Industry Best Practice



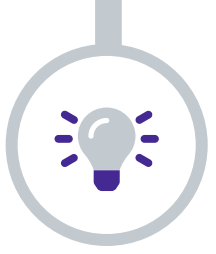
Benchmarking against other **brands in your vertical** is a good way to help determine a **fair commission rate** and your position in the market

You can check your **competitors commission rates** by looking at their advertiser profile via the [Advertiser Directory](#) or **cashback rates** shown on cashback websites

Providing **industry bests** commission rates will give your brand the **leverage to compete** against household named brands

Test & Learn

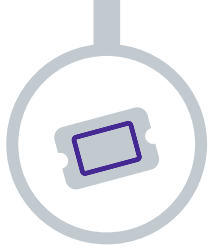
Industry Best Practice



- A test and learn approach is **recommended** to understand the types of partnerships that will connect well with **your business**
- Many top industry publishers will provide **additional exposure opportunities** in exchange for increased commission rates, strong or exclusive offers, and/or tenancy (fixed) fees
- Ask publishers to share **media packs** which lay out their different **onsite placement** options and rates
- Your affiliates should be used strategically to push out **various promotional campaigns**. Use [voucher codes](#) to **negotiate onsite placements** in return. Always ensure the commission offered lies within your margins
- It's important to **track results and analysis performance** to understand what works and what doesn't. Not all publishers will perform the same due to the different target audiences, so it's important to test and learn with your top performing affiliates

Voucher Codes

Industry Best Practice



- Discount codes can be used to drive **new** customers and **increase** onsite conversations
- Set **short promotional** periods and **expiry dates** to restrict code misuse or use **single-use codes** to limit one use per customer
- Enable the [coupon attribution tool](#) when setting up unique or personalised codes
- If the code is **time sensitive**, make sure to communicate this to your publishers
- A voucher code that is **automatically applied** to checkout, will **simplify** redemption and could **increase sales**
- It is out of publisher's control if customers apply voucher codes being promoted sitewide. It goes **against** best practice to **penalise publishers** by declining those sales

Voucher Codes

Industry Best Practice

Continued



- Communicate **authorised** and **unauthorised** codes clearly to publishers through the [Communication Center](#) and the terms tab on your programmes profile
- Ensure **terms and conditions are updated** on cashback sites; commission will be declined if **used with** a voucher code
- If publishers are **caught promoting [unauthorised codes](#)**, that have clearly been communicated, you are entitled to **decline** those transactions
- Keeping **track of sales** daily makes it easier to spot when a code is being exploited.
- Always **test** codes before setting live and distributing to publishers



Programme Housekeeping

Weekly **Housekeeping** Tasks

- **Work through any Publisher Approvals you have outstanding**

These can be found under **Publishers > Publisher Approvals**. Look through these requests to accept/reject publishers you think would work well with your programme. These can build up over time so we recommend working through them on a weekly/bi-weekly basis while publishers are most engaged with your programme.

- **Validate Pending Commissions**

Validating publisher commissions quickly enables faster return on investment for publishers. You can validate single transactions under **Commission > Validate Pending Transaction**. Quick validations will encourage publisher to favor your programme knowing they won't have to wait long periods of time to be paid. If you have lots of transactions to validate, you can use the batch validate tool. Instructions on how to do this can be found [here](#).

- **Check your sales levels**

View the Publisher Performance and Performance Over Time report in the reporting tab of the interface. If you find that there is a significant drop in sales this may indicate an issue which will require further investigation. To check your tracking is in working as it should, you can conduct a test transaction found under **Support > Tracking Diagnosis**.

- **Reach out directly to any newly accepted publishers**

Affiliate marketing is all about relationships, so it's key to reach out to the publishers you've accepted onto your programme. Tell them about your brand and any promotions you're running. Check to see if they've onboarded you and find out about any marketing opportunities they may have to promote you.

- **Validate Transaction Queries**

If a publisher believes commission has not tracked/been awarded correctly they will raise a Transaction Query. These can be found under **Commission > Validate Pending Transaction Queries**. These are most common amongst customer facing publishers, including Cashback and Loyalty partners, but any publisher can raise a transaction query. Transaction Queries will auto-validate within 75 days so it's important to monitor these closely.

- **Communicate with publishers**

Regular communication with publishers is central to a successful affiliate programme, keeping them up to date on what's new with your brand via the [Communication Centre](#). Whether that's informing them of upcoming promotions, new product launches, or updates to terms and conditions, make sure you keep them in the loop.

Successful Launch Checklist

- Tips on how to run a smooth programme

Advertiser **To Do** List

To Do List



-  You have 49 commissions to validate
-  You have 1 transaction query waiting to be processed.
-  You have 6 publishers to approve
-  You have 5 offers that have expired - Please archive.



The advertiser dashboard is the first page you view after clicking through to view your account from the main User Dashboard. This area will provide a **clear summary of the activity** on your account over the last month, as well as a list of tasks to perform to **keep your account running smoothly**.

Advertiser **To Do** List



The **To Do List** will inform you to complete the following tasks:

- ➔ Validate commissions
- ➔ Investigate transaction queries
- ➔ Approve new publishers
- ➔ Remove expired offers



The To Do List is designed to **help you see** the most **important tasks to complete** on your account.

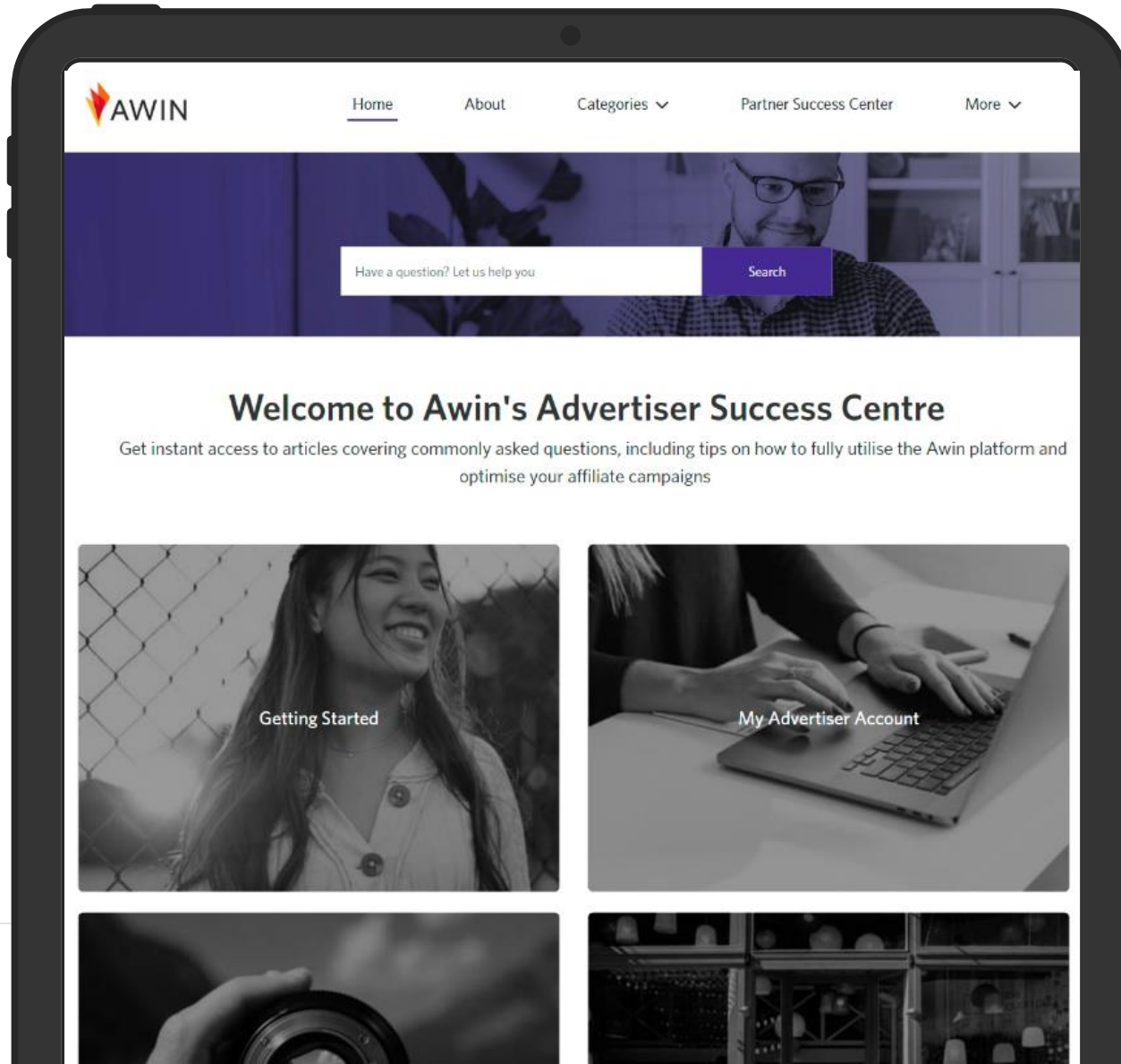


Monitor this **weekly** in order to **maintain** your account and run a **successful** programme.



Resources & Support

Awin Resources



Advertiser Success Center

- Articles covering commonly asked questions
- Tips on how to fully utilise the Awin platform and optimise your affiliate campaigns

Awin Resources

AWIN Home About Categories ▾ Partner Success Center More ▾

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Tell us how we can help.

* Name * Email

* Awin ID * Preferred Contact Language

* Subject

* Description

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


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Find what you need here.

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- [How to create a product feed of your Shopify store?](#)
- [How to create my Awin advertiser profile?](#)
- [What banner sizes are recommended?](#)
- [How do I set up new commission rates for specific publishers?](#)
- [How can I track publishers within Google Analytics?](#)
- [Advertiser Programme Terms & Conditions](#)

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