

# How to Efficiently Scale Your Affiliate Program

Cristian Miculi – Sr. Manager, Affiliate Services



[www.avangate.com](http://www.avangate.com)

# We'll talk about...

The number of  
network & standalone  
programs you should  
be running

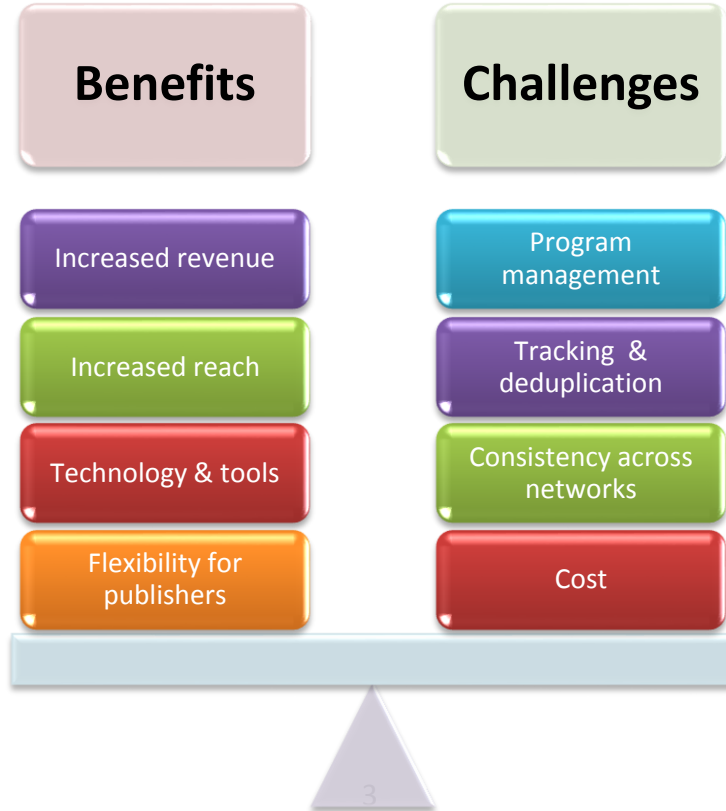
What you should look  
at before running  
multiple programs

How much of a  
difference in revenue  
you should expect

Special thanks:

Rick Gardiner, *iAffiliate Management*  
Brook Schaaf, *Schaaf-PartnerCentric*  
Geno Prussakov, *AM Navigator*  
Denis Tkachev, *Bitex Group*

# Running Program on Multiple Platforms



# Adding New Networks: When to Do it

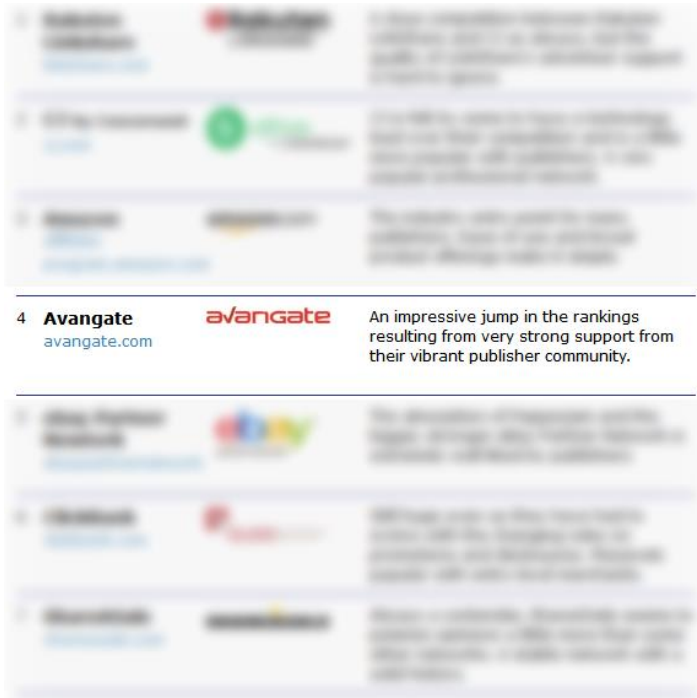
## Top 3 Most Often Reasons when Companies Consider This


1. Need to accelerate growth on the overall program – market exposure, revenue.
2. New products / services launched are not a good fit for current program – need for niched affiliates.
3. Need to go international – working with local affiliate networks.

The logo for ABBYY, featuring the word "ABBY" in a bold, red, sans-serif font with a registered trademark symbol.The logo for Kaspersky Lab, featuring the word "KASPERSKY" in a green, sans-serif font with small red triangles under the 'A', 'S', and 'Y', and the word "Lab" in a smaller red font to the right.

# Adding New Networks: What to Look at

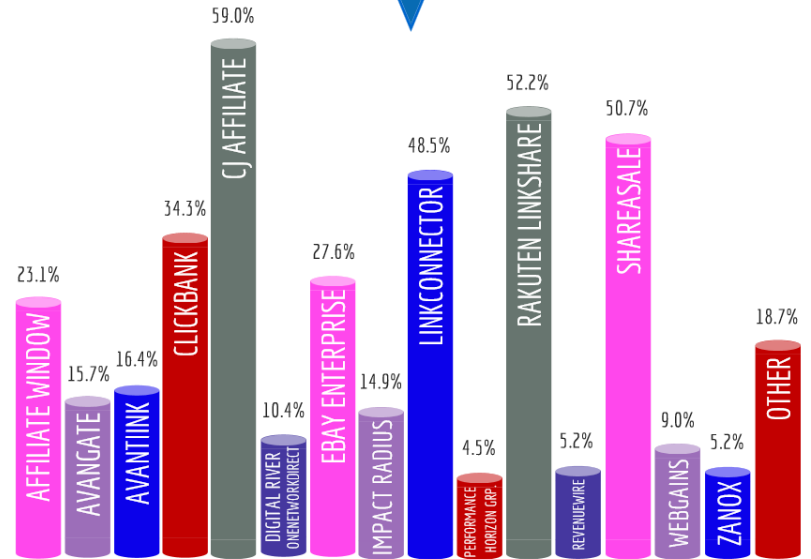
## Top 3 Indicators to Check before Engaging



|   |                                 |   |   |
|---|---------------------------------|---|---|
| 4 | <b>Avangate</b><br>avangate.com |  | An impressive jump in the rankings resulting from very strong support from their vibrant publisher community. |
|---|---------------------------------|---|---|

Source: mThink Top 20 Affiliate Networks 2015

Which of the Cost Per Sale Affiliate Networks do you belong to?



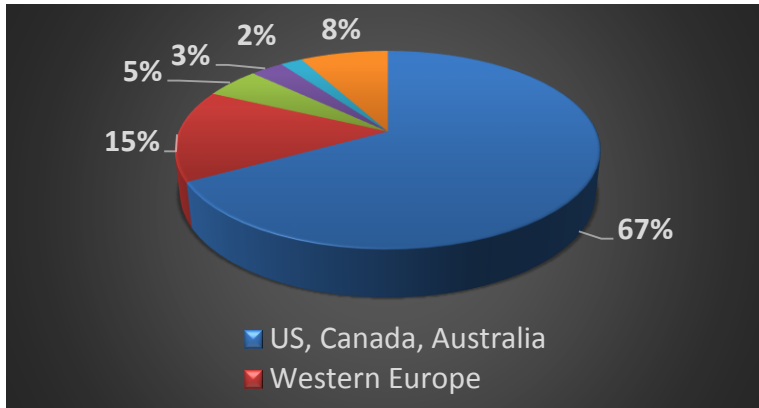
Source: AffStat 2014 report

# Affiliate Demographics

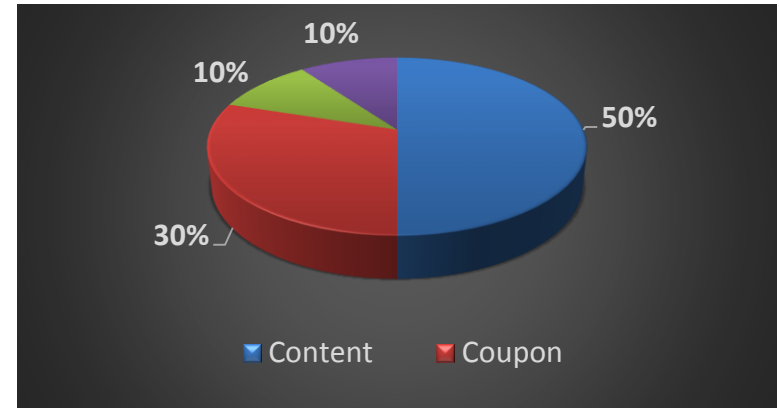
## Avangate Affiliate Network



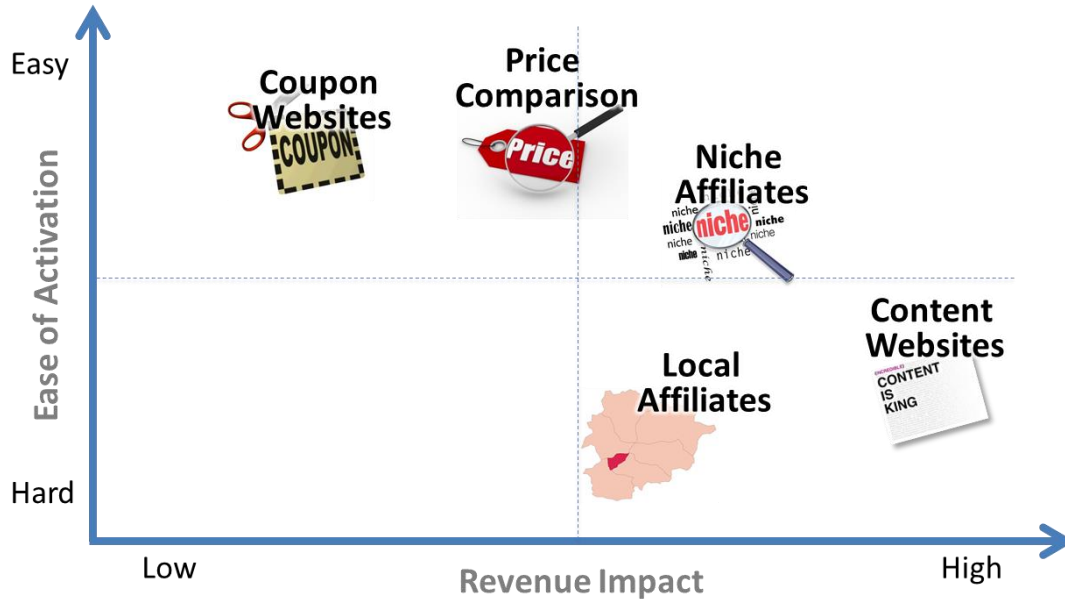
Top Selling Territories



Avangate Affiliates Mix



# Bottom Line: Active Affiliates



Sooner or later every affiliate manager has to face it – most affiliates on board the affiliate program are inactive. Some have christened it a 5-80 Rule: 5% of your affiliates do 80% of the work. [...] The number of active affiliates on board the affiliate programs I manage fluctuates from 3.5% to 14%.

*Geno Prussakov, "A Practical Guide to Affiliate Marketing"*

**Juiciest Part Up Next**





# Perfect Mix for Multiple Platforms

NO UNIVERSALLY VALID RECIPE – depends on merchant goals

| Affiliate Program % Contribution from Total Revenue | Number of  | Incremental Revenue Uplift   |
|---|--|--|
| 0% - 4%<br><i>(Re)launching affiliate program</i>   | 1 niche + 1 general                                | Min. 100% by adding the general network  |
| 4% - 8%<br><i>Growing affiliate program</i>         | 1 niche + 1 general                                | Min. 50% by adding the general network   |
| 8% - 15%<br><i>Established affiliate program</i>    | 1 niche + 1 general + 1 regional                   | Depends on regional market reach   |
| 15%+<br><i>Very niched affiliate program</i>        | 1 niche + 1 general + 1 general + regional / local | Min. 25% by adding the general network; regional / local depends on market reach |

No niche networks for you?  
Look for your competitors' programs!

# Abbyy USA – 197% Growth of Affiliate Sales

Via Managed Services in niche network + general network

## Actions

Worked with Avangate partner iAffiliate Management on growing affiliate program.

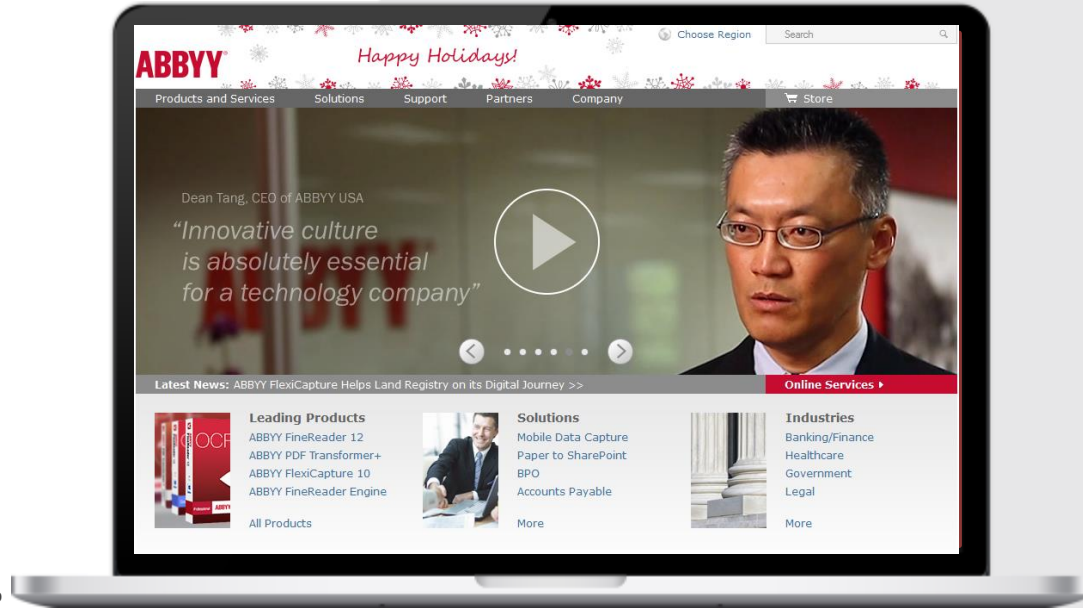
Extended the Avangate Affiliate Program by adding a program in CJ

## Results

Increased affiliate sales by 197% YoY

Affiliate contribution to total sales rose from 6% to 11%

Increase in affiliates revenue of 80% from second network



Source: Avangate

# Kaspersky Turkey – 400% uplift in sales

From local affiliate network

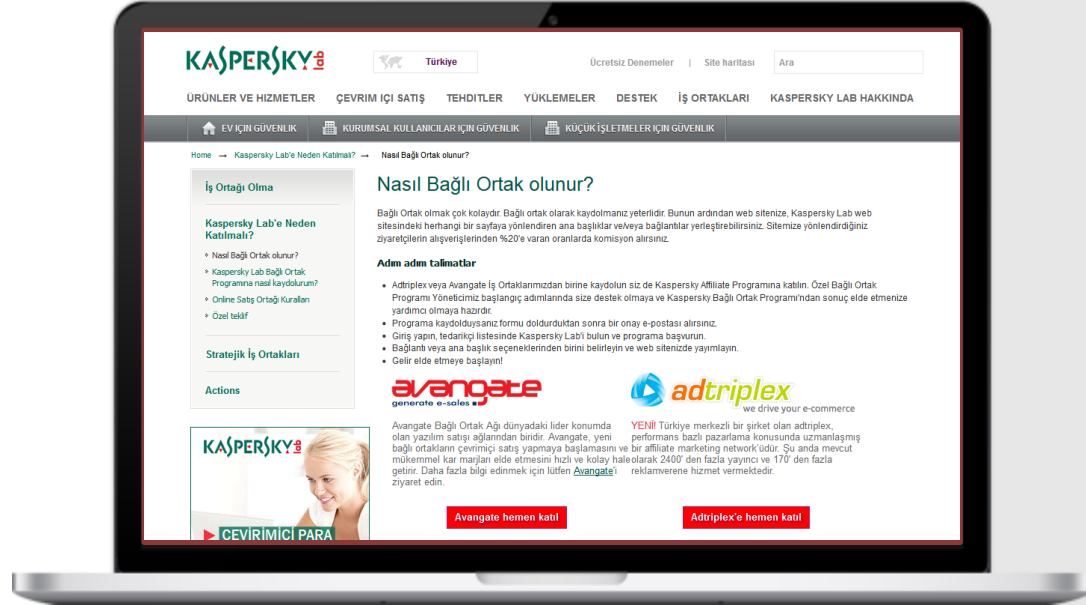
## Actions

Partnership with local affiliate network adTriplex

Local affiliate network to manage program

## Results

Affiliate sales going through adTriplex grew the overall program performance with more than 400%



Source: Avangate

# Telestream – Successfully Consolidated Program

Chose to Consolidate Affiliate Network to Run Program

One size does not fit all!  
Works for very niched  
products/services and  
well established brands

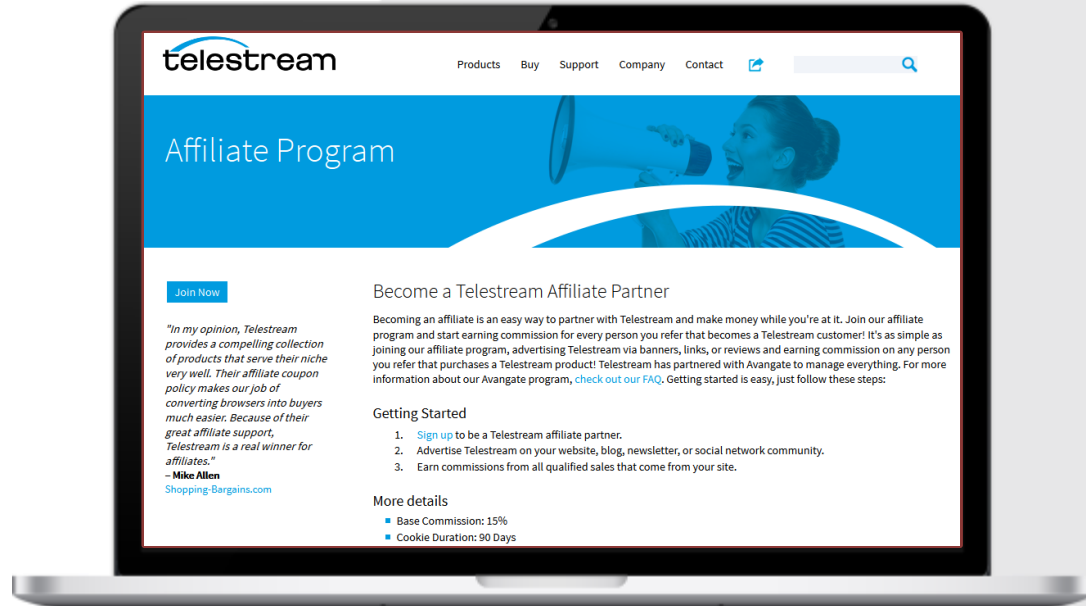
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Telestream chose to consolidate all affiliates in the Avangate Affiliate Network – niche network for software & services

## Results

Affiliate Sales were down 20% in the first 3 months, but after that they got back at the same level.

66% YoY increase in affiliate revenue after consolidation



Source: Avangate

# Key Takeaways

## Scale efficiently

Do your homework: affiliate business plan (goals, resources, etc.)

Monitor your competitors and where they run their programs

Recommended flow: niche → general (internal) → regional

Look for incremental value on each new network you're adding

# Thank you

## **Avangate Inc.**

Redwood Shores CA, USA

Tel: (650) 249 - 5280

[info@avangate.com](mailto:info@avangate.com)

## **Avangate B.V.**


Amsterdam, The Netherlands

Tel: +31 20 890 8080


[info@avangate.com](mailto:info@avangate.com)



## **Cristian Miculi**

 +1 650 249-5280 ext. 4645

 [cm@avangate.com](mailto:cm@avangate.com)

 [linkedin.com/in/cristimiculipop](https://www.linkedin.com/in/cristimiculipop)

**avangate**

[www.avangate.com](http://www.avangate.com)