

Ways to generate revenue with your own affiliate program

Click-throughs

Commission: \$0.10 USD / click
Total commission: \$0.10 USD

Affiliates are recommending your website and getting paid for each visitor they forward to you.

This is the easiest way to drive more visitors to your website !

Leads (actions)

Commission: \$0.50 USD / lead
Total commission: \$0.60 USD

Definition: A lead maybe something like a filled in application form or a request for an offer (not a sale, but you have contact with a user that may become a customer in the near future).

Examples: Pay lead commissions for newsletter subscriptions, or catalogue and brochure requests.

Sales

Comm.: 3% (\$5.30 USD) / sale
Total commission: \$5.90 USD

Definition: A final sale done by a customer that was referred to your website (or company in general) by an affiliate.

Advantages: You can pay a fix amount of commission, a variable commission based upon the sale total and even grant additional commissions for future sales.

Just three reasons to run an own affiliate program (you surely find much more :-)

1. **Attract visitors to your website, increase sales** and revenue.
2. **More targeted traffic than ad campaigns** - a recommendation by an other person (like an affiliate) is more effective than an ad banner on an unknown website (with your competitor's next).
3. **Satisfied customers may also become affiliates** - your network grows instantly.

Is it worth running an affiliate program - check out yourself:

- I. **Best case (click, lead sale):** In our above example we just spent \$5.90 USD for a new customer that right away bought something at our online shop. It can't be better, right :-)
- II. **Worst case (click-through only):** \$0.10 USD -> this is less than a click-through by an ad banner campaign may cost you. And you can be sure that a click-through from an affiliate is much more targeted.

Our customer service looks forward to assist you in case of questions.

