AFFILIATE MARKETING FOR ADVERTISING

Traffic Light guide

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1. What is affiliate marketing? What makes it different from online advertising?

An affiliate is an Internet advertising expert who chooses platforms for promotion on his or her own, works on creatives on his or her own and launches ads for the advertiser's target audience.

Unlike a freelancer or an agency worker, an affiliate spends his or her money on setting and launching an ad campaign and is paid only for approved leads: registration on the website, order placement and etc.

2. What are CPA networks? Why are they useful for advertisers?

A CPA network or an affiliate network (Traffic Light is an affiliate network) is a big marketplace where advertisers publish their products or services (offers) and links to landing pages, and affiliates can choose offers and promote them.

Affiliate networks handle relationship between advertisers and affiliates: process payments, provide affiliates with ad accounts, recommend platforms where ads can be run, solve tech issues and provide training.

3. What is the difference between a CPA network and an ad agency?

Working with a CPA network, an advertiser pays only for approved orders.

He or she doesn't have to look for ad agencies and pay for ad strategies, a/b testing and the time of experts.

Affiliates provide advertisers with orders, CPA networks makes sure there's no fraud and trains more and more new affiliates because affiliate marketing is developing actively all over the world.

4. What products or services do affiliates usually promote?

Today, affiliates work with 6 verticals.

Product offers (e-commerce) — clothes, accessories, toys, beauty products, household and garden goods, fishing and hunting goods and etc.

Nutra — supplements, creams, sprays and etc.

Gambling — online casinos, poker rooms, bookmakers, sports betting.

SP/BP — subscriptions to training courses. For example, the courses may be dedicated to weight loss, making money, pickup tactics, horoscopes.

Dating — dating platforms. The vertical includes several types of offers: dating platforms such as Tinder, webcam and adult dating platforms (affiliates can use only adult platforms to drive traffic to these offers).

Finance — exchanges, options, banks, microfinance organizations and etc.

5. What advertisers can promote their products with the help of CPA networks?

1. E-commerce
2. FMCG
3. Finance
4. Games
5. Mobile apps
6. Entertainment organizations
7. Learning organization
8. Agencies
9. Education

6. What products and services can be promoted with the help of CPA networks?

1. Products and services for general consumption for B2C audience

2. Low-cost products and services

3. The products that can be delivered to the place where they are advertised

7. What does an advertiser need to work with a CPA network?

To start cooperating with a CPA network, an advertiser needs:

1. Have products in stock/be able to provide a service.

2. A landing page (affiliates will lead the target audience to it) — a single-page website with a description of a product/service and an order form.

3. A CRM system.

4. A call center to call the people who placed orders (for e-commerce and nutra verticals).

5. Fullfillment (for e-commerce and nutra verticals)

8. How to start working with a CPA network?

You can check if the audience will be interested in your product or solution before you start working with a CPA network. Fill in the form and provide your contact data.

A CPA network manager will contact an advertiser, ask for the pictures of the product, a link to the landing page, product price and find out what reward an affiliate can receive for a lead. Based on this information, they create an offer and publish it in a CPA network where all affiliates can access it.

9. What does a CPA network make money on?

A CPA network receives a percentage from each target action (this is more common for offers that promote services, for example, you can receive a percentage of an average check), or a fixed commission from every target action.

10. Where will a product or a service be promoted?

Affiliates choose appropriate channels for promotion.

● Contextual advertising: Yandex.Direct, Google Adwords

● Mobile traffic for a mobile version of the website

● Targeted advertising in social networks: Facebook/Instagram*, VK, TikTok, Pinterest

● Public groups/communities in social networks

● Email marketing

● Teaser/banner networks

● Media advertising and etc.

* Meta (Facebook and Instagram social networks) is banned from operating in Russia as an extremist organization

11. How are affiliates paid for their work?

CPL (Cost Per Lead) — payment for a lead. In case of this payment model, an affiliate is paid if an advertiser receives contact data of a person interested in a product or a service. This abbreviation can often be a part of a broader term — CPA. Conversion rate directly depends on the number of the fields filled in by a person when they sign up.

CPA (Cost Per Action) — payment for an action. In case of this model, an affiliate is paid for specified actions of the website's visitor, for example, contact data provision, registration, app installation and etc. This abbreviation is often used as a name for this field of marketing in general.

CPO (Cost Per Order) — payment for order placement (in an online store) or a confirmed order.

12. What budget is enough to start working with a CPA network?

Minimum deposit is $250.

13. What countries does Traffic Light CPA network work in?

Traffic Light works with more than 65 countries. You need to have fulfillment services to sell your products in a chosen country. We can start working with a new country or region upon an advertiser's request.

14. What does Traffic Light network offer to advertisers?

1. Effectiveness: advertisers pay after the required action is performed, therefore, they won't waste their marketing budget.

2. Lead price is fixed, so, advertisers can easily control budget spending.

3. Every affiliate is checked by Traffic Light checking service. Thus, advertisers are protected from the affiliates' fraudulent actions.

4. You don't have to look for platforms where you can promote your products. Negotiations and provision of materials are the most time-consuming parts of the process of advertising. Our CPA network saves your time: you come to an agreement with an affiliate, the rest will be done by him or her.

5. Compared with contextual and SEO advertising, CPA networks provide cheaper traffic and also offer the sources with more traffic types.

6. Weekly selection of the products popular among the affiliates. An advertiser can not only work with his or her product, but also get analytics of popular requests provided by the affiliates.

7. Help with integration with any CRM system.

8. Official contract (ink-on-paper).

9. Recommendations on how to work with a call center and fulfillment services. Help with creating a landing page from scratch if your offer is suitable for our field.

Glossary

Approve — an approved target action (for example, a placed order) on the advertiser's website. Target actions are paid for

Approval rate — the ratio between the number of placed and confirmed orders.

Up-sell — is a technique used to stimulate an advertiser to perform one more target action: buying an extra product or a more expensive model of the same product, adding more options or services to the purchased product.

Affiliate — a person who does affiliate marketing, in other words, a person who promotes the advertiser's products or services on the Internet. This person may have their own ad platforms or organic traffic.

Foreign traffic — the traffic that can be considered as "foreign" for the CIS countries.

Vertical — offers of the same type. For example, product offers, adult offers, dating offers, games. The name of a vertical represents the type of an offer and allows to understand what the advertiser's requirements and the target action will be like.

Glossary

Showcase — the type of offers that look like a showcase with the several products. As rule, these are the products of the same type - for example, lady perfume. Usually, even if a user chooses at least one product, it's enough for an affiliate to get paid.

GEO – a format used to mark a location. For example, UA, RU, AU (Ukraine, Russia, Australia).

Deeplink — a type of an affiliate link that allows to redirect a person to the page of an advertised product instead of the main page of the website.

Installation — one of the types of target actions an advertiser pays for. This is an installation of a mobile or desktop app on the user's device.

Cross sale is an effective tool allowing to increase sales rate without losses and extra expenses.

Glossary

Conversion — is a measure of the effectiveness of an affiliate's work. It a ratio between the number of visitors who performed a target action and the total number of visitors. Can be represented in percents or shares. Sometimes, it's specified as «1 to N». For example, 1 to 70 **means that 1 out of 70 people performed the target action.**

Cashback — the commission an advertiser pays to an affiliate each time a product is bought.

Landing page – the page a user is lead to. As a rule, it's a single-page website with a description of an offer and order form.

Lead — a potential buyer who placed an order. Once an order is confirmed, a lead is considered converted.

Optimization — a set of actions carried out to change and improve elements of an ad complain to increase its efficiency.

Offer — an ad offer in an affiliate network. Includes a product, information about payouts, geo, allowed sources and a set of ad materials (landing and prelanding pages, banners and etc.).

Glossary

Coverage — a certain part of users who did something to ad materials.

Private offer — an offer or a CPA network available only to certain people.

Profit — earnings

Reselling —repeated sale. The same offers appear in different affiliate programs as a result of reselling.

Statistics – statistics of a certain offer in an ad account (affiliates, offers, days, geos and other measurements).

Fraud — a type of fraudulent activities in IT area. In the affiliate marketing field, any method to deceive an affiliate network. Popular types of fraud are: adding low-quality traffic to high-quality traffic, conversion simulation, faked statistics, incent traffic in cases when it's inappropriate.

Contacts

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