

SPACE

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# AFFILIATE NETWORKS

*A guide to Affiliate Marketing and how it can benefit businesses*



**SOLUTION PARTNER**

# Affiliate Networks

## What is affiliate marketing?

Affiliate marketing involves an intermediary organisation linking the seller of the product with the publisher of the content. The seller's product is promoted via another website – the publisher's site (e.g. a content site such as a blog, cash back site, product comparison site).



## How will affiliate marketing benefit your business?

Affiliate marketing is designed to be beneficial for both parties. Your products will be promoted to a wider audience, whilst the publisher site receives a small commission on products sold via their site. When run correctly, affiliate marketing is a brilliant revenue generating source.

## Cost of Affiliate Networks

There are usually multiple levels of costs associated to affiliate marketing which usually come in the following forms:

One off setup fee: a setup and administration fee to get setup on a specific affiliate network. This ranges between £1000.00 - £5000.00.

Reoccurring monthly fee: a monthly fee paid to the affiliate network regardless of sales volumes (this is for use of propriety software & account management). This ranges between £250.00 - £750.00 per month.

Commission per transaction: this is a % paid for each completed affiliate transaction. This ranges between 2% -20% per transaction (this is determined by the merchant).

Commission on commission (only applicable to some affiliate networks): some affiliate networks charge a % commission of all paid commissions. This ranges between 1% -5%.

## Affiliate Network Options

A list of some of the most popular affiliate networks used in the UK:

Affiliate Window - <http://uk.affiliatewindow.com/homepage/about-us/>

Webgains - <http://www.webgains.com/public/merchants/>

Trade Doubler - <http://www.tradedoubler.com/uk-en/about-tradedoubler/>

Link Share - <http://www.linkshare.co.uk/>

Paid On Results - <http://www.paidonresults.com/merchants.html>

Commission Junction - <http://uk.cj.com/contact-sales>

## **Why choose Space 48?**

Our team understand which affiliate networks are most relevant for certain industries. We've worked with some of the largest affiliate networks in the UK and we understand the affiliate marketing process inside-out. Whatever your affiliate marketing needs are, we can help.



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