

Affiliate Marketing Key Questions to Ask Providers

Company

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| <ol style="list-style-type: none"> 1. How long have you been in this business? 2. Are you a software vendor or an affiliate network? 3. How many clients have you sold? Lost? Why? | <ol style="list-style-type: none"> 4. What clients are in your “sweet spot”? 5. What peripheral or support services do you offer that support your product (e.g., eCommerce, accounting, creative, custom development, training)? |
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Products/Services

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| <ol style="list-style-type: none"> 1. Is your solution offered as perpetual licensed software or on-demand multi-tenant solution? <ol style="list-style-type: none"> a. How often are new features introduced? b. What do I do if I need a feature you don't have or plan to have soon? c. How often do I talk to someone at your firm? d. How often are payments missed or late? e. How do you track support issues? f. What is your SLA? g. In which markets and product types do you have the most affiliates? h. Are there any markets or product vertical where you have few affiliates? i. What security do you provide against external intrusion, fraud and malicious manipulation? | <ol style="list-style-type: none"> 2. Do you offer a free trial? What's missing in the trial version? 3. What technical support services are available? Are there humans available during business hours (chat /phone)? Do I wait 24+ hours for an email or callback? Is your support team in the US? 4. Do you have a support knowledge base, community forum, or applications that are shared by customers? 5. What ROI should I expect from implementing your solution? 6. How do I ensure I own and control my data? 7. How do you test for bad links? |
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Features

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| <ol style="list-style-type: none"> 1. What key features are included in your solution? <ol style="list-style-type: none"> a. What features are currently missing? on your roadmap does management love? 2. What is your product's competitive advantage over other packages? Why? <ol style="list-style-type: none"> a. Price? Dashboard? Ease of use? Flexibility? Don't say “all of the above”. 3. What types of programs can you support? Pay Per Click, Pay Per Action, Pay per lead, etc. 4. Does your solution provide tiered commission structures, bonuses, or other? 5. Do you support multiple currencies? 6. Can affiliates have individual commission plans? <ol style="list-style-type: none"> a. How many structures? Unlimited? 7. What type of statistics and reporting does your solution provide? 8. Do you support multi-level marketing? <ol style="list-style-type: none"> a. How many tiers? | <ol style="list-style-type: none"> 9. Do you support recurring commissions? Scaled recurring commissions? 10. Does your solution provide deep page linking? 11. What level of customization do you provide for custom branding of customer affiliate areas? 12. Is your solution capable of managing multiple sites for the same retailer? 13. Can you configure affiliate commission delays to allow for money-back periods, returns, etc.? 14. Does your solution provide features for offline affiliate tracking? What types? 15. Does your solution provide affiliates with their own management or reporting screen? <ol style="list-style-type: none"> a. What can I manage with it? b. Does it include reporting and a dashboard? <ol style="list-style-type: none"> i. Describe your reporting capabilities. ii. Provide a list of standard reports. c. Is it web-based, application-based, other? |
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Pricing

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| <ol style="list-style-type: none"> 1. How do you price your solution? 2. Are there different pricing levels? If so, do you provide upgrades? 3. How do you charge for annual support and maintenance? | <ol style="list-style-type: none"> 4. Are there any other fees (e.g., implementation, transaction costs, revenue sharing) |
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