


# Affiliate and Marketing Strategies and Answers

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## Facts on Affiliate Cookies and Sales

- > Cookie Based Sales-When a sale occurs
  - same day sale — **75%**
  - sale within 1-30 days since the first visit — **19.5%**
  - sale within 31-60 days — **3%**
  - sale within 61-90 days — **2%**
  - sale over 91 days after the first visit — **0.5%**



99.5% of all  
cookie based  
sales occur in  
90 days

Case study: <http://www.amnavigator.com/blog/2009/03/31/affiliate-program-cookie-life-question/>

### Digital River Affiliate Program Cookie Life

- > RegNow          60 days
- > eSellerate      lifetime cookie
- > oND              depends on program (vendor created)
- > Shareit/e5      6 months

## Paid Search Quick Stats

- > 80% of all online sessions begin with search
  - > PC Magazine, 2009 <http://www.pcmag.com/article2/0,2817,2346373,00.asp>
- > 60+% of Search Market belongs to Google
  - > Covario Jan 2010 <http://www.covario.com/media/Q409GlobalSpendAnalysis.pdf>
- > Top 8 Listings – Paid & Organic account for 78% of clicks
  - > Red Cardinal <http://www.redcardinal.ie/search-engine-optimisation/>
- > Average of 76% of all paid search spends are through Google (Covario Report)
- > Paid Search up 16.6% Q3 to Q4 2009, continued increase 2010 (Covario Report)



# Search – Paid Search Results

The screenshot shows a Google search for "norton antivirus". The search bar contains "norton antivirus" and the search button is visible. The results page shows "Results 1 - 10 of about 6,560,000 for norton antivirus. (0.07 seconds)". The top result is a sponsored link for "Norton AntiVirus 2008" from Symantec.com. Below it are several affiliate links for "Norton AntiVirus 2008" from various sources like Norton-online.com, pctools.com, PublishersPipeline.com, NetworkWorld.com, and Stop-Sign.com. The text "Affiliate Links" is overlaid on the image with arrows pointing to these results. A green box contains text about controlling costs from the bottom up to reduce top-end spend for premium keywords while maintaining top positioning, with three bullet points: "Create specific Paid Search Policies for affiliates", "Monitor affiliates and key term placements", and "Utilize affiliates/block out competition".

Web Results 1 - 10 of about 6,560,000 for **norton antivirus**. (0.07 seconds)

**Sponsored Links**

[Norton AntiVirus 2008](#)  
www.Symantec.com World's best-selling **antivirus**. Official site. Download now!

**Sponsored Links**

[Microsoft Windows Vista](#)  
Tools To Protect Against Viruses, Phishing And Other Online Threats  
WindowsVista.com

[Norton AntiVirus 2008](#)  
**Norton AntiVirus** - New Edition, Download **Norton AntiVirus** Now!  
www.Norton-online.com

[AntiVirus Download](#)  
Free Virus, Spyware, Adware, Trojan and RootKit scan. Rated 5 Stars!  
www.pctools.com

[Renew Norton AntiVirus](#)  
Renew by Phone. Official Product. Now \$20 Rebate! Call Anytime.  
PublishersPipeline.com

[Top 10 Antivirus for 2008](#)  
Read Reviews & Compare The Top 10 Anti-Virus Software Now.  
6StarReview.com

[Norton AntiVirus](#)  
Your Source for Anti Virus and Network Protection News & Resources  
www.NetworkWorld.com

[Free Antivirus Download](#)  
Is your Computer acting weird? Free Scan. Kill viruses, spyware, worms  
www.Stop-Sign.com

[Problems with Symantec®](#)  
anti virus software? Install or uninstall. Chipheads can help.  
www.Chipheads.com/VirusFix  
Minneapolis-St. Paul, MN

**Affiliate Links**

Controlling costs from the bottom up allows you to reduce the top end spend for premium keywords, while maintaining top positioning.

- > Create specific Paid Search Policies for affiliates
- > Monitor affiliates and key term placements
- > Utilize affiliates/block out competition

longtail, direct linking, branded, non-branded, coupon sites, landing pages, global ad & page translations, review sites, 2<sup>nd</sup> tier engines, contextual, low-risk

# Paid Search- Results



Web Results 1 - 10 of about 4,520,000 for trendmicro. (0.19 seconds)

**Trend Micro Security 2008**  
TrendMicro.com 2008 Now Available! Award-Winning Virus Protection, Firewall & More.  
Sponsored Links

**TrendMicro 2008 \$29.95**  
TrendMicro2008.com Save \$20 on TrendMicro Internet Security 2008 Today Only!

Competitor

Sponsored Links

**McAfee Anti Virus**  
Shield Your PC & Prevent Attacks. Essential Protection. Official Site  
www.McAfee.com

**McAfee Anti Virus 2007**  
Download McAfee 2007 - Now Includes Firewall & AntiSpyware. Save 50%  
McAfee.secureie.com

**Proactive Web Security**  
Award Winning Secure Web Gateway Solution, Active Content Prevention  
www.Wsn.net  
Massachusetts

**Trend Micro™ Elite VAR**  
Big savings and expert consultation with ANI Direct. 888-444-7576  
www.anidirect.com

**Trendmicro**  
Fix Trendmicro Complete Scan. Free Download!  
www.RegistrySmart.com

**Order Trend Micro**  
PC-Cillin 2008 Now Available! Buy Today for Superior PC Protection.  
AntivirusShopOnline.com

**Market Analysis & Trends**  
Free Market Analysis Presentations Market Analysis & Trend Webcasts.  
www.insight24.com/Market-Analysis

## No Policy

- > Competitors are in prime locations
- > You have little or no control over channel & OEM
- > Non-Compliant Ads show on your branded keyword searches

# Organic Search Click Rates

Google  Search [Advanced Search](#) [Preferences](#)

Web [Show options...](#) Results 1 - 10 of about 168,000 for [norton antivirus 2009 coupons](#). (0.24 seconds)

**25% Off Norton Coupon** [digitaleditor.com/NortonAntiVirus](#) Discover great savings with our **Norton Coupon & Promo Codes** Sponsored Links

**Norton Antivirus Coupon** [www.Symantec-Norton.com/Antivirus](#) Official **Norton Antivirus Coupon**. Save 10% Today - Hurry, Won't Last!

**Norton Antivirus 2009** [Norton.Offers.com](#) **Norton Antivirus** Software: Save 15% Choose from 3 products. Review Now!

[Symantec 2009 Coupons, Discount Codes and Merchant Ratings](#) 10% off **Norton Antivirus 10.2 Business Pack**. use the **10OFFSMB Coupon** Code at checkout. Use This Offer. Expires 12/31/2009 ... **42%**  
[www.couponclock.com/coupons/symantec.aspx](#) - 119k - [Cached](#) - [Similar pages](#)

[Symantec 25% Off Coupon Code, Rebates, Promotional Code and ...](#) Enter **Coupon** Code: 15N36009 Expires 8/10/09. Save 20% on. **Norton Antivirus 2009**. Enter **Coupon** Code: 20OFFNAV09 Expires 8/10/2009. Save 20% on ... **12%**  
[www.digitaleditor.com/NortonSystemWorks](#) - 58k - [Cached](#) - [Similar pages](#)

[Norton AntiVirus 2009 - Discount Coupon Code](#) Limited Offer. Up to 50% off **Norton AntiVirus 2009** - Discount **Coupon** Offer Code. **9%**  
[www.softwarediscountcodes.com/norton-antivirus2009.html](#) - 24k - [Cached](#) - [Similar pages](#)

[Norton AntiVirus 2009 Coupon Code](#) Save 15% off a subscription to **Norton AntiVirus 2009** with a **Norton coupon** code at [Subscription.com](#). **6%**

**Norton Antivirus 2009** [www.Norton.com](#) Stronger. Faster. Better than ever. Official US website. Download now!

**Norton AntiVirus Coupons** Save Up to 25% Off **Norton Coupons** **Norton Coupons** Shop Now & Save! [codes4us.com/NortonAntiVirus](#)

[Order Norton Antivirus](#) Save \$10 with special **coupon** code. Block viruses & threats. Save now! [Norton.Subscription.com](#)

**Norton Antivirus Coupons** Save Big With Our **Norton Antivirus Coupons**. Ends Soon! [www.savings.com/Norton\\_Antivirus](#)

**Norton Anti-Virus Coupons** Total protection from **Norton**. Savings on **Norton 360** [www.anycoupons.com/SymantecNorton](#)

ALL Affiliates

Source: Red Cardinal <http://www.redcardinal.ie/search-engine-optimisation/>

# Paid Search- Results



Web Results 1 - 10 of about 4,520,000 for trendmicro. (0.19 seconds)

**Trend Micro Security 2008**  
TrendMicro.com 2008 Now Available! Award-Winning Virus Protection, Firewall & More. **7%**

**TrendMicro 2008 \$29.95**  
TrendMicro2008.com Save \$20 on TrendMicro Internet Security 2008 Today Only! **4.5%**

Sponsored Links

**McAfee Anti Virus** **2.5%**  
Shield Your PC & Prevent Attacks. Essential Protection. Official Site  
www.McAfee.com

**McAfee Anti Virus 2007** **1%**  
Download McAfee 2007 - Now Includes Firewall & AntiSpyware. Save 50%  
McAfee.secureie.com

**Proactive Web Security** **.5%**  
Award Winning Secure Web Gateway Solution, Active Content Prevention  
www.Wsn.net  
Massachusetts

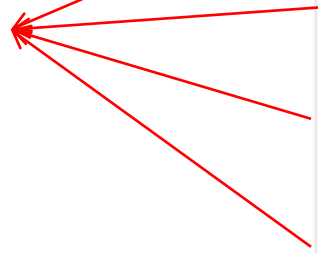
**Trend Micro™ Elite VAR**  
Big savings and expert consultation with ANI Direct. 888-444-7576  
www.anidirect.com

**Trendmicro**  
Fix Trendmicro Complete Scan. Free Download!  
www.RegistrySmart.com

**Order Trend Micro**  
PC-Cillin 2008 Now Available! Buy Today for Superior PC Protection.  
AntivirusShopOnline.com

**Market Analysis & Trends**  
Free Market Analysis Presentations Market Analysis & Trend Webcasts.  
www.insight24.com/Market-Analysis

You could be giving up to 15% of search traffic to your competitors...



# Coupon PPC

Qty	Name	Platform	Delivery	Price	Remove
1	SpyEraser	Windows XP/2000/Vista 32-Bit	Download	\$29.95	
1	SystemTweaker	Windows XP/2000/Vista 32-Bit	Download	FREE	

Update  Apply

Sub-Total \$29.95

Shipping & Handling \$0.00

*Purchase decision made...credit card in hand...ready to buy...but am I getting the best price?*



Web [Show options...](#) Results 1 - 10 of about 168,000 for [norton antivirus 2009 coupons](#). (0.24 seconds)

**25% Off Norton Coupon** Sponsored Links  
[digitaleditor.com/NortonAntiVirus](#) Discover great savings with our **Norton Coupon & Promo Codes**

**Norton Antivirus Coupon**  
[www.Symantec-Norton.com/Antivirus](#) Official **Norton Antivirus Coupon**. Save 10% Today - Hurry, Won't Last!

**Norton Antivirus 2009**  
[Norton.Offers.com](#) **Norton Antivirus** Software: Save 15% Choose from 3 products. Review Now!

[Symantec 2009 Coupons, Discount Codes and Merchant Ratings](#)  
 10% off **Norton Antivirus** 10.2 Business Pack. use the 10OFFSMB **Coupon Code** at checkout. Use This Offer. Expires 12/31/2009 ...  
[www.couponclock.com/coupons/symantec.aspx](#) - 119k - [Cached](#) - [Similar pages](#)

[Symantec 25% Off Coupon Code, Rebates, Promotional Code and ...](#)  
 Enter **Coupon Code**: 15N36009 Expires 8/10/09. Save 20% on **Norton Antivirus 2009**. Enter **Coupon Code**: 20OFFNAV09 Expires 8/10/2009. Save 20% on ...  
[www.digitaleditor.com/NortonSystemWorks](#) - 58k - [Cached](#) - [Similar pages](#)

**Norton AntiVirus 2009 - Discount Coupon Code**  
 Limited Offer. Up to 50% off **Norton AntiVirus 2009** - Discount **Coupon Offer Code**.  
[www.softwarediscountcodes.com/norton-antivirus2009.html](#) - 24k - [Cached](#) - [Similar pages](#)

**Norton AntiVirus 2009 Coupon Code**  
 Save 15% off a subscription to **Norton AntiVirus 2009** with a **Norton coupon code** at [Subscription.com](#).

Sponsored Links

**Norton Antivirus 2009**  
 Stronger. Faster. Better than ever. Official US website. Download now!  
[www.Norton.com](#)

**Norton AntiVirus Coupons**  
 Save Up to 25% Off **Norton Coupons Norton Coupons** Shop Now & Save!  
[codes4us.com/NortonAntiVirus](#)

**Order Norton Antivirus**  
 Save \$10 with special **coupon code**. Block viruses & threats. Save now!  
[Norton.Subscription.com](#)

**Norton Antivirus Coupons**  
 Save Big With Our **Norton Antivirus Coupons**. Ends Soon!  
[www.savings.com/Norton\\_Antivirus](#)

**Norton Anti-Virus Coupons**  
 Total protection from **Norton**. Savings on **Norton 360**  
[www.anycoupons.com/SymantecNorton](#)

**ALL Affiliates**

## Examples - Suggested Paid Search Policy info

- Affiliates can use our TM words in their keyword list for advertising, but the TM can not appear in the ad text. Apart from the protected keywords, we do not have any further restrictions on search marketing except: - no made up product names with XYZ name or product names - no made up domains with XYZ company name or product names Protected Keywords include: Example 1, Example 2, Example 3, etc. (note: use names of your products here)
- We prohibit affiliate partners from engaging in any of the activities mentioned below. XYZ Co. reserves final judgment on whether an affiliate abuses any of the following rules. As an affiliate partner, YOU CANNOT: 1) Own a domain which includes any XYZ Co. trademark. Domains containing the registered trademark "v" are expressly prohibited. 2) Engage in typosquatting, or own a typo domain. A typo domain is any domain that includes a trademark of any 3rd party, or misspelling of a 3rd party trademark. 3) Operate or utilize a website, or email a link to a website, which contains or promotes the following types of content: libelous, defamatory, obscene, abusive, violent, bigoted, hate-related, illegal, cracking, hacking, or that offer illegal goods or services. 4) Use copycat sites, or copy any content or images from any XYZ Co. website, including XYZ Co. branded material and images. Affiliate partners may only use content and images specifically designated for affiliate partners and obtained via the affiliated partner program, OR any material that has been allowed via written communication with XYZ Co. 5) Promote our products using spam or unsolicited commercial email. 6) Commit fraud, or submit fake transactions 7) Use adware to promote XYZ Co. products. The use of parasites (programs that steal traffic from legitimate affiliates) is strictly prohibited. 8) Display the XYZ Co. logo in the header of a webpage that is promoting XYZ Co. products. 9) Display the XYZ Co. logo on a webpage unless: a) the webpage is marketing XYZ Co. products b) the webpage prominently displays the logo of the business that owns or operates the website in the header of the webpage. Any affiliates in breach of these rules will not receive commissions on any sales generated from those keywords, and legal action may be taken.