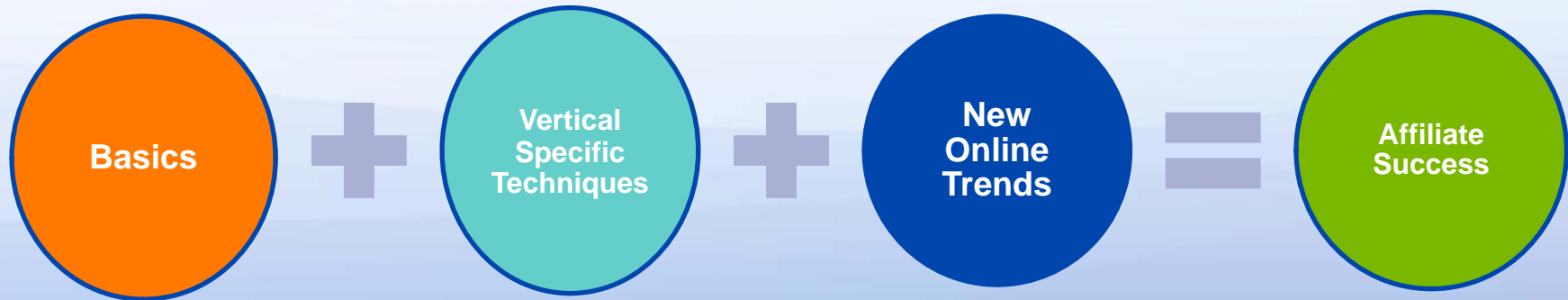


# Why isn't my Affiliate Program Working?

## Keys to Success: Affiliate Marketing

Denise Purtzer,  
Channel Development Manager

# How to Be Successful with Affiliates



## Basics for Launching Affiliate Program

- > Dedicated Affiliate Manager/Team
  - > Monitors Affiliates and Sales
  - > Provides communication to affiliates
  - > Provides tools for Vertical Support
- > Dedicated Affiliate Pages
  - > Signup Link to affiliate program
  - > Sales collateral
    - > Box shots (more sizes), banner ads, Landing Pages, benefits statements, etc.
- > Calendar/Business Plan for upcoming year
  - > Product Launch Plan
  - > Coupons by quarter
  - > Seasonal information and collateral

## Case Study: Top Tier Vendors

Top Vendors on Digital River Studied for Best Practices. This is what was found:

90% Submitted  
Products to  
Affiliates

Average 36% total  
sales come from  
Affiliates

97% of total products  
in top tier were  
certified (leak free)

## Paid Search Vertical Quick Stats

- > 80% of all online sessions begin with search
  - > PC Magazine, 2009 <https://www.pcmag.com/article2/0.2817.2346373.00.asp>
- > 60%+ Search Market from: **Google**
  - > Convario Jan 2010 <https://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/>



# Paid Search Results

The screenshot shows a Google search for "norton antivirus". The search bar contains "norton antivirus" and the search button is labeled "Search". Below the search bar, the results are categorized as "Web". The first two results are sponsored links for "Norton AntiVirus 2008" from Symantec.com and Norton-AntiVirus-2008.com. The second result is highlighted in yellow and has a blue arrow pointing to the text "Affiliate Links". To the right, there is a "Sponsored Links" section with several results, including "Microsoft Windows Vista", "Norton Antivirus 2008", "AntiVirus Download", "Renew Norton Antivirus", "Top 10 Antivirus for 2008", "Norton Antivirus", "Free Antivirus Download", and "Problems with Symantec®". Blue arrows point from the text "Affiliate Links" to the second sponsored link and the "AntiVirus Download" result.

**Affiliate Links**

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

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

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

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

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

Competitor

No Policy/Paid Search Plan?

- > Competitors are in prime locations
- > 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** 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!

<p><a href="#">Symantec 2009 Coupons, Discount Codes and Merchant Ratings</a>            10% off <b>Norton Antivirus</b> 10.2 Business Pack. use the 10OFFSMB <b>Coupon</b> Code at checkout. Use This Offer. Expires 12/31/2009 ...  <a href="#">www.couponclock.com/coupons/symantec.aspx</a> - 119k - <a href="#">Cached</a> - <a href="#">Similar pages</a></p>	42%
<p><a href="#">Symantec 25% Off Coupon Code, Rebates, Promotional Code and ...</a>            Enter <b>Coupon</b> Code: 15N36009 Expires 8/10/09. Save 20% on. <b>Norton Antivirus 2009</b>. Enter <b>Coupon</b> Code: 20OFFNAV09 Expires 8/10/2009. Save 20% on ...  <a href="#">www.digitaleditor.com/NortonSystemWorks</a> - 58k - <a href="#">Cached</a> - <a href="#">Similar pages</a></p>	12%
<p><a href="#">Norton AntiVirus 2009 - Discount Coupon Code</a>            Limited Offer. Up to 50% off <b>Norton AntiVirus 2009</b> - Discount <b>Coupon</b> Offer Code.  <a href="#">www.softwarediscountcodes.com/norton-antivirus2009.html</a> - 24k - <a href="#">Cached</a> - <a href="#">Similar pages</a></p>	9%
<p><a href="#">Norton AntiVirus 2009 Coupon Code</a>            Save 15% off a subscription to <b>Norton AntiVirus 2009</b> with a <b>Norton coupon</b> code at <a href="#">Subscription.com</a>.</p>	6%

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

Source: Red Cardinal



# Paid Search- Results

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

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

Search Result	Percentage
<a href="#">Trend Micro Security 2008</a> TrendMicro.com 2008 Now Available! Award-Winning Virus Protection, Firewall & More.	7%
<a href="#">TrendMicro 2008 \$29.95</a> TrendMicro2008.com Save \$20 on TrendMicro Internet Security 2008 Today Only!	4.5%
<a href="#">McAfee Anti Virus</a> Shield Your PC & Prevent Attacks. Essential Protection. Official Site www.McAfee.com	2.5%
<a href="#">McAfee Anti Virus 2007</a> Download McAfee 2007 - Now Includes Firewall & AntiSpyware. Save 50% McAfee.secureie.com	1%
<a href="#">Proactive Web Security</a> Award Winning Secure Web Gateway Solution, Active Content Prevention www.Wsn.net Massachusetts	.5%
<a href="#">Trend Micro™ Elite VAR</a> Big savings and expert consultation with ANI Direct. 888-444-7576 www.anidirect.com	
<a href="#">Trendmicro</a> Fix Trendmicro Complete Scan. Free Download! www.RegistrySmart.com	
<a href="#">Order Trend Micro</a> PC-Cillin 2008 Now Available! Buy Today for Superior PC Protection. AntivirusShopOnline.com	
<a href="#">Market Analysis &amp; Trends</a> Free Market Analysis Presentations Market Analysis & Trend Webcasts. www.Insight24.com/Market-Analysis	

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

What to do:

- > Search Plan for Top Placement
- > Dedicated Search Management Team
- > Search Policies in place

## Coupon/Discount Vertical Stats

- > 90 Million Americans, or 78% of retail shoppers use coupons
- Younger shoppers using coupons (digital)
- 4/10 shoppers (40 million) used online coupons
- 87% consumers prefer to shop @ retailers who offer/accept coupons
- 89% more likely to use coupons in recession
- Coupon usage up 14% from 2008\*
- Coupon Industry grew 500% in 2009
  - 36M people visited coupon sites in Dec, 2009



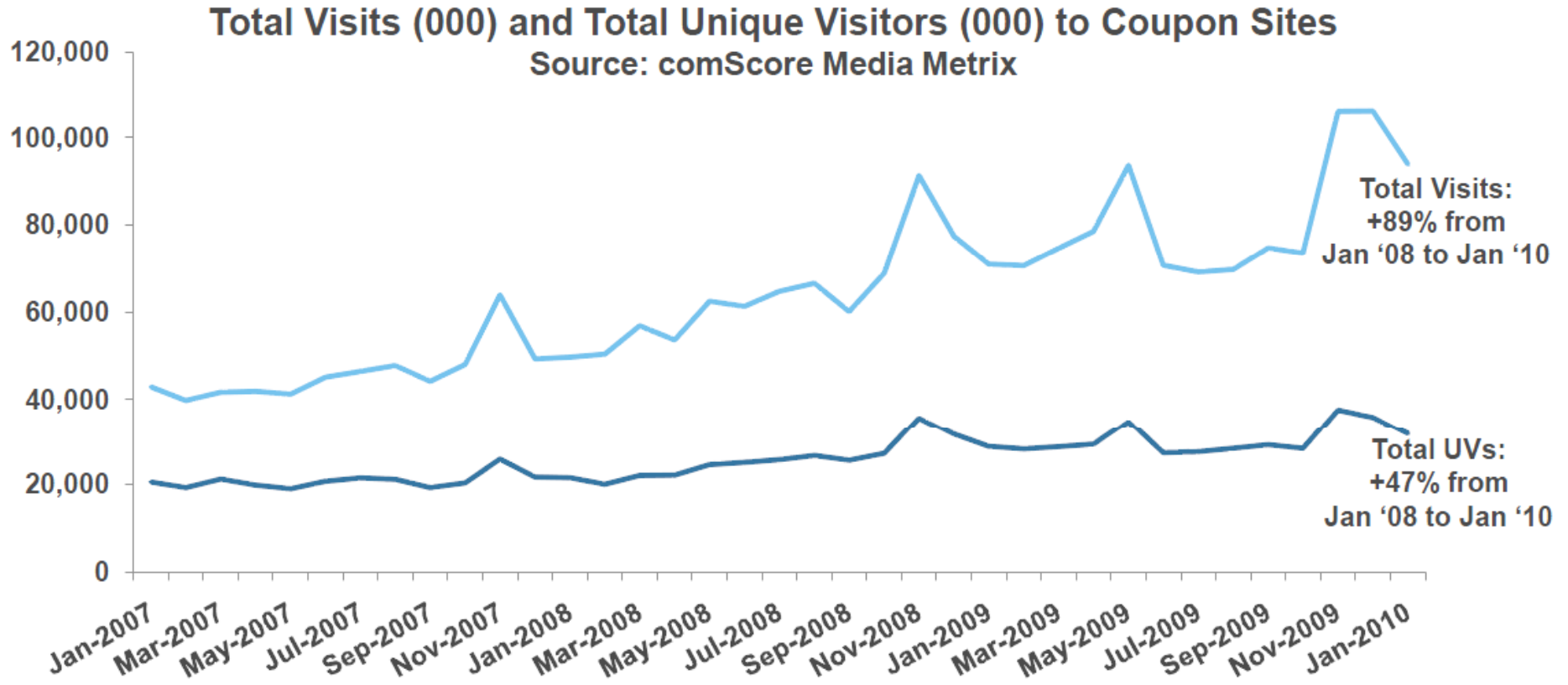
Information Resources

\* Masterbuy

\*\* ComScore November, 2008



**In these challenging economic times, coupon redemption has increased for 1<sup>st</sup> time in 14 years and consumers are increasingly using online coupon sites**



— Unique Visitors (000)    — Total Visits (000)



# Coupons: Marketing Trends

- Emergence of Coupon Aggregators
  - Nov, 2008 over 150 Coupon Sites, growing ever since
- Birth/Delivery Mobile Coupons
- Online Shopping & Digital Coupon on Rise
  - Easier for comparison shopping

***Digital River has relationships with Top Coupon Affiliates!***

**xpBargains**  
Best Source of Best Tech Deals

**SHOPPING BARGAINS**

**CouponCode**.com

**Deal Taker.com**  
The Place For Coupons & Deals!

**Software** DEAL OF THE DAY

**COUPON CABIN**

**CoolSavings**  
savings made simple.

**bradsdeals**  
handpicked savings

**COUPONS**.com

**Coupon Mountain**

**ShopAtHome.com**  
Shopping has never been more rewarding!

**Alex's COUPONS**

**Coupon Album**

**FLAMINGO WORLD.COM**

**Digital River™**

# Key Coupon Dates/US, 2009

## 2009 Holiday Season E-Commerce Spending vs. Corresponding Days in 2008\*

Source: comScore e-Commerce Measurement

	Millions (\$)		
	2008	2009	% Change
November 1 – December 31	\$27,982	\$29,084	+4%
Thanksgiving Day (Nov. 26)	\$288	\$318	+10%
Black Friday (Nov. 27)	\$534	\$595	+11%
Cyber Monday (Nov. 30)	\$846	\$887	+5%
Green Monday (Dec. 14)	\$859	\$854	-1%
Green Tuesday (Dec. 15)	\$754	\$913	21%
Final Weekend Before Christmas (Dec. 19-20)	\$677	\$767	13%

\*Corresponding days based on corresponding shopping days

Heaviest online shopping day on record

*“One year after the worst holiday shopping season on record, retailers are no doubt breathing a sigh of relief as consumers loosened their purse strings somewhat this year.” – Motley Fool, January 8, 2010*

# Coupon & Discount

What is your Discount Strategy?

- > Coupon Affiliates feature a wide range of discounts and offers from numerous merchants
- > Do you have a compelling offer?
- > Are competitors bidding on your coupon-related keywords?
- > Where do you start?

The screenshot displays the CouponCode.com website interface. At the top, there's a navigation bar with the site logo and a 'Home' link. A search bar is present with a 'Find coupons' button. Below the search bar, there's a section for 'Computers & Software' with a 'Sign up for coupons by email' form. The main content area is titled 'Coupons & Deals' and features a table of offers. The table has columns for 'Store', 'Discount Links', 'Code (if needed)', and 'Expires'. One prominent offer is from Symantec for a 20% off coupon on Norton 360, with code 'CPNCRN09' and an expiration date of Mar 31 09. Below this, there's a 'Popular Coupons' section with a table of software offers. The table includes columns for 'Store', 'Promotion', 'Expire Date', and 'Check Prices'. Offers listed include Acadsee (15% off), Acronis (5% off), Adobe (20% off Photoshop Elements), Alienware (Free Shipping), Allume Systems (20% Sitewide), Autodesk (Save 5% on any purchase), and Avanquest (40% off Perfect Image Professional 12).

Store	Promotion	Expire Date	Check Prices
Acadsee	15% off entire order. Coupon Code: 15off > See all coupons	03-31-2009	
Acronis	5% OFF Acronis True Image for Microsoft Windows Small Business Server Coupon Code: Z3KYZS-LM4 > See all coupons	03-31-2009	Microsoft Office 2007 Home Price: \$80.00
Adobe	\$20 off Photoshop Elements with purchase of a Full or Upgrade Acrobat 9 (Pro, Pro Extended or Standard). > See all coupons	12-31-2009	Microsoft Office 2007 Price: \$86.99
ALIENWARE	Free Shipping on all 48 Hour Quick Ship Notebooks. > See all coupons	12-31-2050	Intuit TurboTax: Deluxe Price: \$38.00
Allume Systems	20% Sitewide Coupon Code: ALUME2007 > See all coupons	Ongoing	Microsoft Office 2003 Price: \$105.99
Autodesk	Save 5% on any purchase at the Autodesk Store Now! > See all coupons	03-31-2009	
Avanquest	40% off Perfect Image Professional 12 - \$29.95. > See all coupons	03-22-2009	
	\$5 Off BitDefender Antivirus 2009 (3 users, 1		

# Coupon PPC

## Takeaways:

- > Sufficient Coupon Duration
  - > Minimum of 90 days
- > Multi-Tier Offers –
  - > Standard, Premium, Exclusive
  - > FREE Trial
  - > FREE Lite Version
- > Coupon PPC Strategy
  - > Allow affiliates to bid on discount terms
- > Competitive Offering
  - > Look at competitive products to see what they offer

## Quick Facts

- > 67% Year-Over-Year Growth
- > Current Economy Fueling Growth
- > International Growth Potential
- > XML and RSS Coupon Data Feeds
  - > oND and now RegNow Affiliates!

## Content & Review Vertical



- > User Generated Content
- > Expert Reviews
- > Blogs and Social Media
- > Web 2.0 Elements - Video
- > Forums
- > Global Content Providers
- > Consumer and B2B

# Content & Review

## Category Review – Grid

Affiliates develop original content around your products to help drive traffic and sales- resulting in one of the strongest verticals for new customer acquisition.

TopTenReviews > Software > Anti-Virus Software

■ ■ ■ ■ Excellent  
■ ■ ■ ■ Very Good  
■ ■ ■ ■ Good  
■ ■ ■ ■ Fair  
■ ■ ■ ■ Poor

Rank	GOLD	SILVER	BRONZE	4	5	6	7	8	9	10
Reviewer Comments	READ REVIEW	READ REVIEW	READ REVIEW	READ REVIEW	READ REVIEW	READ REVIEW	READ REVIEW	READ REVIEW	READ REVIEW	READ REVIEW
Lowest Price	BUY \$24.95	BUY \$39.95	BUY \$22.95	BUY \$34.99	BUY \$65.90	BUY \$35.95	BUY \$21.98	BUY \$21.95	BUY \$39.99	BUY \$49.95
Overall Rating	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■
<b>Ratings</b>										
Ease of Use	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■
Effectiveness	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■
Updates	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■
Feature Set	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■
Ease of Installation	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■
Help/Support	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■	■■■■
<b>Features</b>										
ICSA Certified	✓	✓	✓	✓		✓	✓	✓	✓	✓
V-B100% Certified	✓	✓	✓	✓		✓	✓	✓	✓	✓
W.C.L Level 1 Certified	✓	✓	✓	✓	✓	✓	✓	✓	✓	
W.C.L Level 2 Certified	✓			✓	✓	✓	✓	✓	✓	
Mnus Certifications Updated (Average)	hourly	hourly	As Needed	Daily	Daily	Daily	Daily	Daily	Daily	Daily

## Solo Review – Brand or Product

Our relationships with top review sites ensures top placement and favorable reviews of your products. Product comparison charts are powerful decision making tools used by review affiliates.

**2009 Antivirus Software Report**  
**Introducing our 2009 Reviews for PC AntiVirus Software**

Antivirus Home | Antivirus Guide | Compare Antivirus Software | Do I Need Antivirus Software? | About Us | Antivirus Info & FAQs

**Products Reviewed**

antivirus reviews

- VIPRE Antivirus + Antispyware
- BitDefender Antivirus 2009
- Kaspersky Anti-Virus 2009
- Panda Antivirus Pro 2009
- Norton AntiVirus 2009
- McAfee VirusScan Plus
- Trend Micro AntiVirus plus
- CA Anti-Virus 2009

**Get Free Antivirus Software Coupons!**

Your Name:

Your E-Mail:

Send me Coupons

**BitDefender Antivirus** **BitDefender Security**

**\*NEW\* BitDefender Antivirus 2009**

Imagine a world where viruses, spam, worms, and crackers are no more.

(Perhaps this is just a dream, but 'til it's a reality, at least there's **BitDefender**.)

As you can no doubt tell from BitDefender's impressive score, and at the risk of sounding like fanboys, we really like this software.

Overall, BitDefender is an excellent antivirus program. Like our former Editor's Choice, Kaspersky, BitDefender offers hourly updates and a great bang for your buck.

In fact, we recently re-evaluated our rankings of BitDefender, Kaspersky, and the rest of the antivirus software we rate and decided because of its lower sticker price, BitDefender (with all its great features) was a better value.

**Score 97%**

**\$24.95**

**BUY NOW**

**10% OFF Click Here**

**PROS \$24.95**

- Best anti-virus protection
- Fast response time
- Real-time e-mail, file and web scanning
- Ideal for IM and WiFi
- Antispyware and antirootkit protection
- 24/7/365 tech support via email, phone, chat
- Low demand on system resources

**CONS**

- Firewall avail with BitDefender Security 2009
- Setting choices could use more explanation



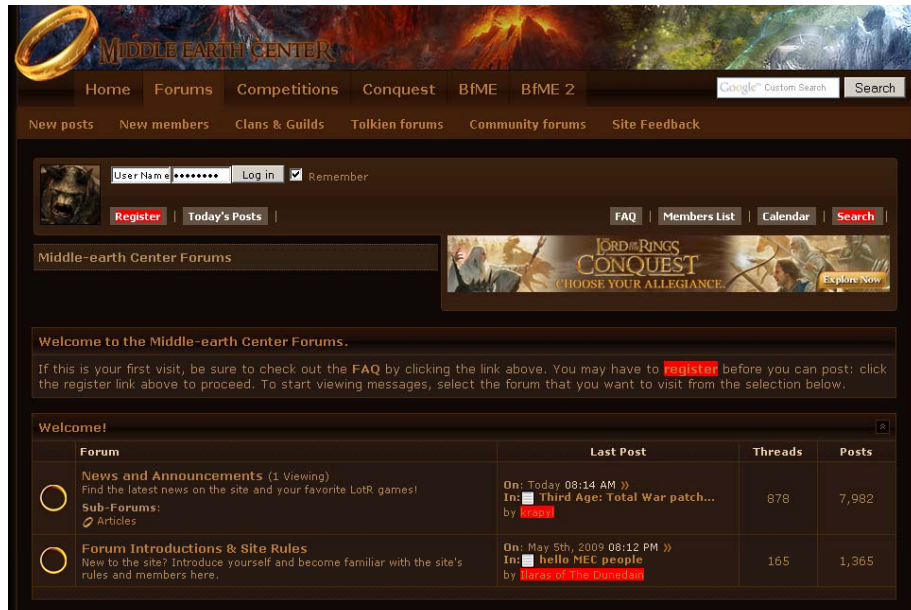
# Content & Review

## Blogs

Affiliates develop original content around your products to help drive traffic and sales- resulting in one of the strongest verticals for new customer acquisition.

## Expert Content

Product comparison charts are powerful decision making tools used by review affiliates.



## Content Review

### Takeaways:

- > Provide links to other reviews
- > Provide License Keys for reviewers
- > Provide Certified Trials without leakage
  - > Affiliates will get credit for sales from trials
- > Emergence of Social Marketing
  - > Facebook
  - > Top Trafficked site (beat Google) March, 2010

## Resources

- <http://www.developer-resource.com>
  - Affiliate Tips and Best Practices
    - <http://www.developer-resource.com/resellers.htm#affiliates>
  - Software Marketing
    - <http://www.developer-resource.com/general-marketing.htm>
  - Case Studies and Presentations
    - <http://www.developer-resource.com/tool-box.htm>

**Questions?**

**Thank You!**

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