



Affiliate Marketing
Lumea SEO PPC
Bucharest, 11.12.2014



Profitshare clients



COMODO



T!NAR



dEpurat.ro

Boutique MALL



best kids

ivatherm
apa termală Herculane

mycloset.ro
online fashion outlet



FlorideLux®
petale de viață

UTOK

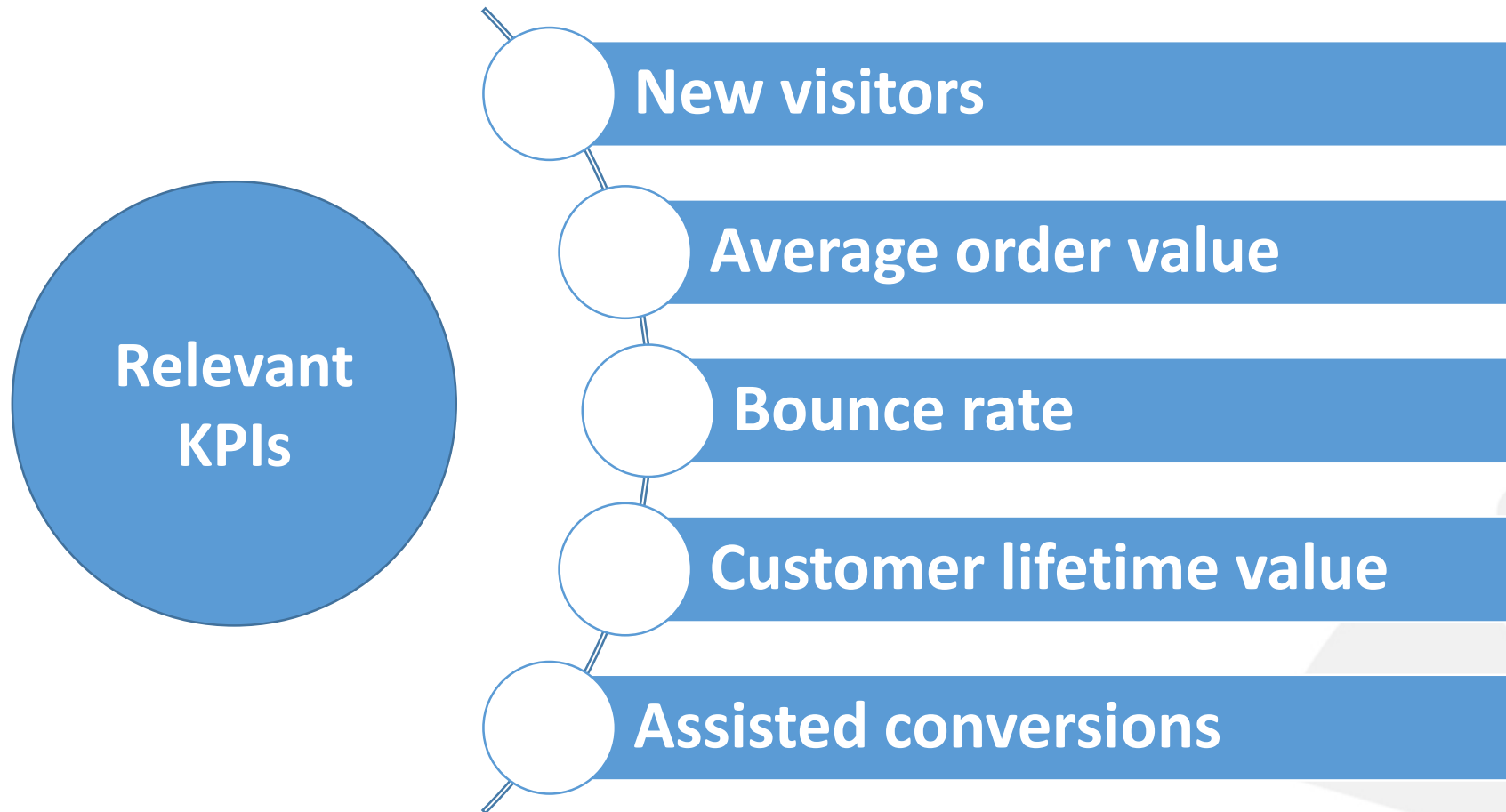


SEVENSINS

Currently there are about 400 advertisers in Romania that use affiliate marketing in their online marketing campaigns.



Affiliate marketing performance indicators



Black Friday 2014 Objectives

2013 results

- 35 advertisers
- 25k sales
- 15M lei sales amount
- 46 affiliates with over 1.000 lei in commissions in one day
- 1319 affiliates with commissions registered in one day

2014 objectives

- 50k sales
- 30M sales amount

A fighter jet is shown in flight, angled upwards towards the top right. The background is a blurred landscape with a blue horizontal band across the middle. The word "Challenge" is written in large, black, sans-serif font over the blue band.

Challenge

How to double the number of conversions and sales amount YoY?

What motivates affiliates?

- Competition

In calitate de afiliat la fel este un lucru bun deoarece esti mai motivat , implicat ... etc. Ce as recomanda eu ar fi premiarea unor afiliati si pe rezultate certe gen volume generate, numar comisioane , diversitate produse , ..etc.

- Reputation & Acknowledgement



Dragos Bunea spune:
Pe 27 noiembrie 2013 la ora 20:44 (Editeaza)

Multumesc frumos de felicitari!

@Claudiu – astept si de la tine acelasi lucru + inca un articol aici pe blog cu ceva noutati 😊
@mamicamea.ro – ma asteptam ca unii afiliati sa fie retinuti de BF-ul acesta datorita comisiunelor mai mici si de aceea am accelerat. Acum o sa stii si data viitoare sunt sigur ca voi fi in competitie cu mult mai multi afiliati si cred ca o sa-mi placa si mai mult, totul e sa se joace corect, atat, in rest cel mai bun sa castige.



A Web Page

http://Olimpiada de Black Friday a Afiliatilor

Olimpiada Afiliatilor

demonstreaza ca esti cel mai bun la Jocurile Olimpice ale Conversiilor

aduna cele mai multe conversii si devino medaliatul cu AUR al Olimpiadei

2
+ 2000 lei

1
delegatie in Dubai

3
+ 1000 lei

[olimpiada oferita de Profitshare si](#) [Tina R](#) | [Matar](#) | [Zorile Store](#)

participa

aduna conversii la Olimpiada Black Friday,
plaseaza-te intr-un loc cat mai ridicat in clasament si te premiem

4
500 lei

5
300 lei

6

7

8

9

10

extragem 3 castigatori in functie de sansele de castig acumulate

sanse
500 lei

sanse
500 lei

sanse
500 lei

participa

[vezi regulamentul](#)

**Black
Friday**



2014

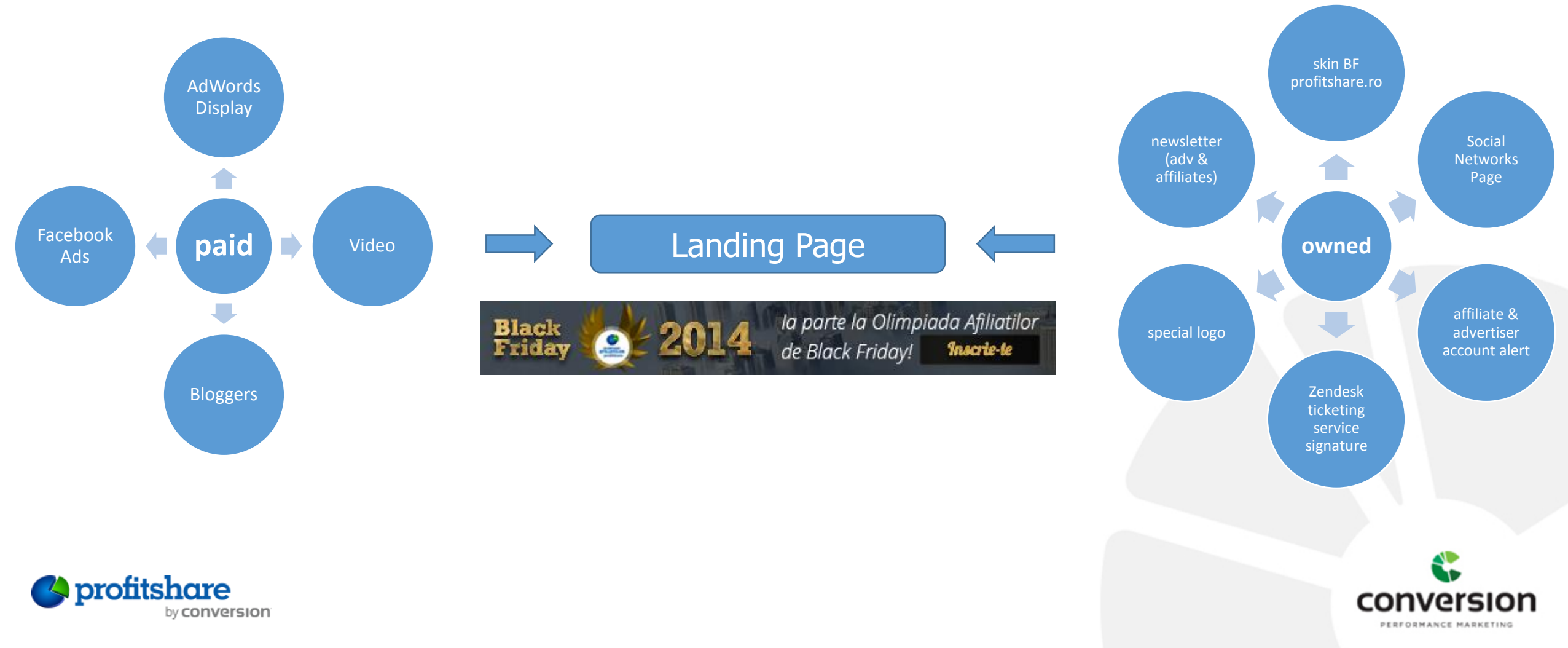
Demonstreaza ca esti cel mai bun la
Jocurile Olimpice ale Conversiilor

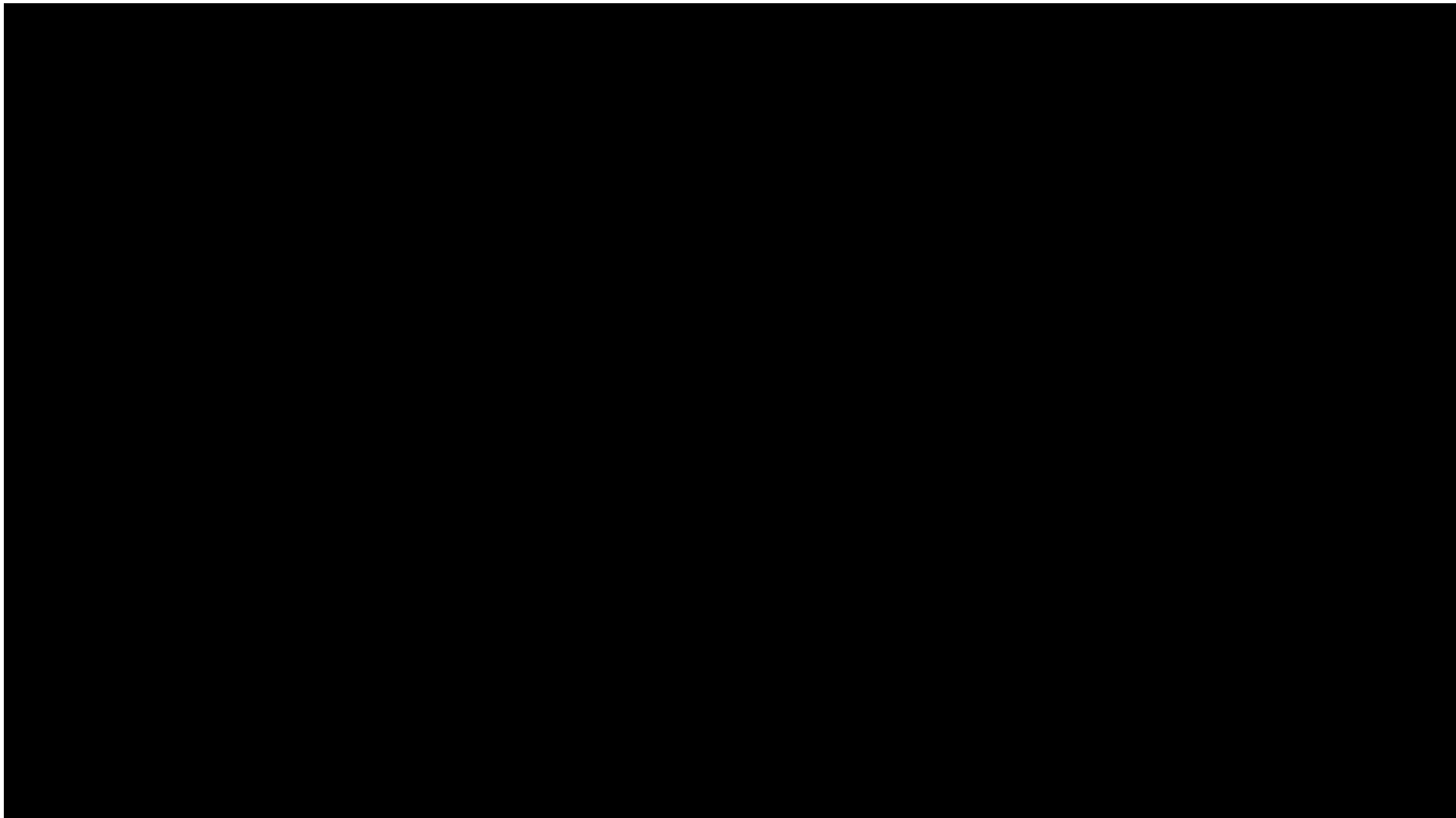
Aduna cele mai multe **conversii** si devino

Medaliatul cu Aur

al Olimpiadei Afiliatilor Profitshare

How did we promote the campaign?





<https://www.youtube.com/watch?v=o8TE354jIJY>

Real-time ranking

- In order to keep affiliates motivated we created a real-time ranking system for the number of generated conversions, while showing affiliates their own rank
- Affiliates could adjust their strategy real-time

Clasament

Sorteaza dupa:

☒ **Nr. conversii generate***

☐ Nr. conversii aprobate

Te situezi pe locul **376** in topul conversiilor generate.

Loc	User	Nr. conversii	Nr. conversii aprobate
1 🏆	ducesa	2738	1029
2 🥈	blackfriday	2555	30
3 🥉	dariusj	2384	1323
4	Poetu	2277	1053
5	petit	2022	203
6	vali_raikkonen	1762	973
7	anonymous	1600	808
8	zaone	1575	795
9	Avrauko	1540	760
10	bullets0	1463	590
...
376	Afiliatus	40	21

*Clasamentul final va tine cont doar de numarul de conversii aprobate al fiecarui afiliat, conform [Regulamentului Campaniei](#).

Black Friday 2014 Results

2014 objectives

- 50k sales (**+100% YoY**)
- 30M sales amount (**+100% YoY**)
- +10% affiliates with over 1.000 lei in commissions in one day
- +10% affiliates with commissions registered in one day

2014 results

- **86.318** sales
- **40.000.000 LEI** sales amount for Profitshare advertisers
- 51 affiliates with over 1.000 lei in commissions in one day
- 23 affiliates with over 1.000 sales in one day
- 1798 affiliates with commissions on 21.11

Black Friday Top Categories

- Electro-IT & Gadgets
- Clothing, Shoes & Accessories
- Books
- Sports
- Kids & Family
- Other Categories

Top affiliate website types for BF 2014

- Major publishing websites
- Black Friday EMD domains / offers aggregators
- Reviews & niche content
- Personal blogs

Predictions for 2015

- Content & Social Media will be the main performance channels for affiliates
- There is still much to improve for PPC-type promotion methods
- Affiliates will use PPC more and more to promote their websites, as SEO becomes more difficult for affiliates with little experience
- Major advertisers will enter affiliate marketing (Banks, Tourism)
- 2015 will be the *best year ever* for affiliates. After that 2016 😊



Thank you!

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