

Are you Making Use of Affiliate Networks?

Are You Missing Out?

Do you have thousands of items on your website ?

Do you get more traffic from Adwords than from Affiliate Networks?

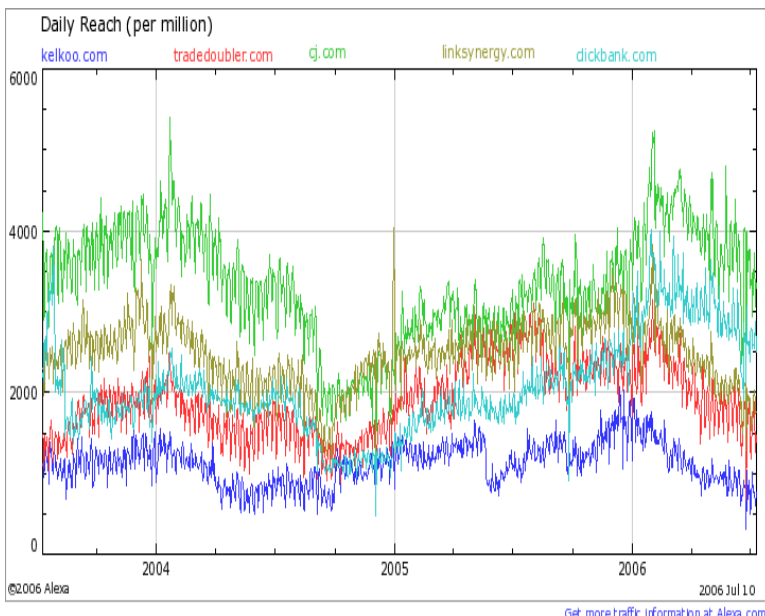
Then you are missing out on the affiliate network traffic and sales.

How Much Traffic and Sales can I get from Affiliate Networks ?

Lots of Traffic

The reach of the top US affiliate network, Commission Junction, is 13,500 publisher/partner sites reaching over 68 percent of U.S. Internet users each month¹. It leads everybody but Amazon, Google and eBay in reach.

The leading **affiliate networks top shopping portals in traffic** generation. As shown in the graph below, the leading affiliate networks, tradedoubler, commission junction, linksynergy and clickbank, all top the leading UK shopping portal in traffic.



Affiliate networks generate more traffic than shopping portals, and any ecommerce shop. According to these statistics, you should be able to

¹ according to comScore Media Metrix

get more traffic from affiliate networks than from any other means !

Qualified Traffic

Affiliate network publishers who use product data feeds, go to extreme measures to provide each product with the right context. Once a prospect clicks through to you, it is because he has chosen your specific product and price. You have a qualified lead.

Ebay and Amazon are the biggest users of affiliate partners on the internet. Why be left out ?.

Pay on Sale: Cost Per Acquisition Advertising

In the UK, most affiliate network programs work a Cost Per Acquisition (CPA) payment model. You pay for a click-through only if the visitor buys from your site.

In contrast to Google's Adwords, Adsense and Overture, where you pay on click-through (Pay per Click, CPC), most affiliate networks offer a much more effective CPA payment model. The CPA model provides easier Return on Investment monitoring and eliminates any click-fraud issues.

Listing on Affiliate Networks: Your Product Data Feed

A product data feed is a list of facts for the products you want advertised. Typically, the product webpage URL, name description, price, category and so on.

Each affiliate network has its product data feed format, and you must create a data feed for each, as there is no industry standard as yet.

The affiliate networks to consider are:

- **tradedoubler.co.uk**
- **affiliatefuture.co.uk** – Affiliate Future
- **dgm-uk.com** - DGM Affiliate Network
- **cj.com** - Commission Junction
- **affiliatwindow.com** - Affiliate Window
- **buy.at** - Buy.at
- **paidonresults.com** - Paid on Results
- **webgains.com** - Web Gains
- **linkshare.com**
- **clickbank.com**

Typically, retailers submit feeds daily or weekly so products and prices reflect stock and remain a competitive offer in the affiliate network.

Top Quality Data Feeds

Quality data feeds bring in Sales and Traffic from Affiliate Networks. A valid data feed is merely well-formed and conforms to the data feed template and guidelines.

The quality of the product data feed depends on:

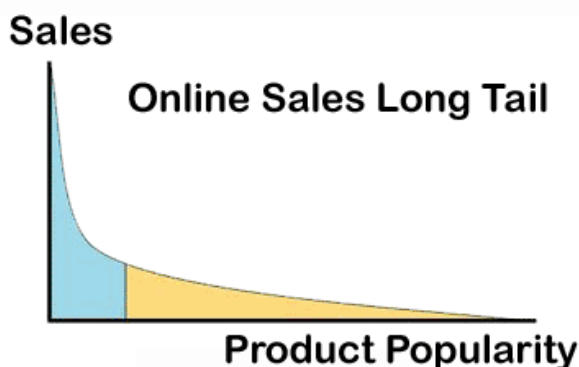
1. **Full Catalogue:** Are you promoting your entire catalogue of products?
2. **Product Description:** Do you include enough product description and detail?
3. **Product Categories:** Do you use the right Product Categories ?
4. **Product Identifiers:** Are you including the Manufacturer's Reference Numbers?

In general, the more information, detail and specifics in the data feed, the better the results. We have seen a **30% to 80% increase in traffic and sales** simply from optimising the quality of the product data feed in these three areas.

Top quality feeds are hard to prepare and require monitoring and optimization for best results. Enclick affiliate data feed manages this process for you and implements on-going optimisation to make your feeds as effective as possible.

The Long Tail – Put Your Entire Catalogue To Work

The top 10 products get 10% of the traffic; most of Google, Amazon and Shopping Portals traffic comes from thousands of low popularity products and phrases. The long-tail shown in the figure below; low ranking products get a lot cumulative traffic and sales relative to the top 10 keywords.



If you have an extensive catalogue of products, you have a natural inventory of long tail products. Put them to use ! In CPA advertising, including them all in the product data feed is free.

User & Search Engine Friendly Data

Affiliate Partners get their traffic from Search Engines. Making your product information search engine friendly will generate more search engine interest at the affiliate's site.

Full product descriptions are important for three reasons;

- informing and **compelling the user** to buy,
- providing the long tail of keywords for the **search engines to find you products** in the affiliate network, and
- providing guidance information on where to best display the product in the affiliate network

Product Categories: Correct Placement

Affiliate partners are usually very specific in the product categories they advertise. Affiliate partners mostly choose category niches in which to specialize.

Correctly categorizing products into the affiliate network categories ensure the products are displayed in the best context; the right affiliate partner, and best directory within a partner site.

Incorrect or sub-optimal category placement is fairly common among [affiliate user feeds](#) in the data feeds sent to affiliate networks.

Enclick's Data Feed Solution

Generating a quality product feed involves four phases:

1. collecting the data,
2. optimising and completing the information,
3. categorizing the products, and
4. testing and measuring the result

completing these four steps on a weekly basis requires extensive IT resources, know-how, investment and tools.

Over the years Enclick has developed technology and trained expert staff for use in our affiliate network, <http://shopping.enclick.com>. Responding to customer demand we have made this technology available to our customers in the form of a **data feed management service, where Enclick generates the product data feed and submits it to the appropriate affiliate networks.**

Track Record

Enclick manages data feeds from over 500 merchants across Europe, with over 20 million products being processed by our optimisation algorithm.

What is the Guarantee?

The guarantee is easy: no sales or traffic, no pay.

Our fees are aligned with our client's goal. We have to add real value and grow sales in order to grow our revenues. This performance based model demands that the company stay abreast of products and strategies best suited to the needs of our retail clients.

Get in Touch

If you have over a thousand products on your website, and want to improve your results from affiliate networks, it is probably worth trying Enclick out.

Contact:
Paul Salber
0845 868 2130

salber@enclick.com
<http://www.enclick.com>

Elmscott House, Arcadia Avenue, London N33JU