

Essential Marketing Toolkit

Affiliate Networks (CPS & CPA)



Affiliate CPS Networks

Introduction

CPS - Cost Per Sale or also known as PPS - Pay Per Sale, CPO - Cost Per Order is online advertising ad model based on each time a sale is made.

The advertiser pays the publisher (typically a website owner) in proportion to the number of actions committed by the readers or visitors to the website. For example, If a customer follows an affiliate link to the advertisers site and makes a purchase in accordance with the affiliate agreement, the publisher will get paid.

JV Zoo



This is becoming one of the fastest growing affiliate networks amongst internet marketers today. Main reasons for this are that you get paid instantly into your PayPal account. It integrates with the Warrior Forum (WSO's) therefore increasing exposure. The look and feel of the site is exceptional and easy to navigate around, the market place is growing rapidly too.

[LINK TO RESOURCE](#)

Rating ★★★★★

Linkshare



One of the oldest affiliate networks, has been running since 1996, and includes some of the biggest "Blue-chip" companies like Avon, J.C. Penney and American Express, they are also one of the biggest affiliate networks with thousands of programs on offer across a wide spectrum of niches and industries. Linkshare includes lots of clothing and footwear brands, as well as travel.

Tip: includes OnlyWire

[LINK TO RESOURCE](#)

Rating ★★★★★

Commission Junction



Commission Junction are another one of the longest standing affiliate networks with a truly massive variety of products and services available to promote, although many partners will want to see a good quality website for you to "qualify" as an affiliate partner for their program. The commissions vary from a few % to fairly significant \$ shares, it really depends on the market/industry. As an example, there are many high value offers in markets like insurance, cruises and web hosting.

[LINK TO RESOURCE](#)

Rating ★★★★★☆



Amazon



Obviously one of the biggest product affiliate networks in the world, allowing you to get commissions on anything sold via amazon, making it suitable for niche sites of all sorts. The % commissions you get increase with your volume of sales. The Amazon associates program does require you to have a website on sign up, and they offer a variety of affiliate link types, from individual products to product category widgets and search boxes in a particular category.

Note: you even get commissions on other products that the visitors you send purchase, even Kindle ebooks.

[LINK TO RESOURCE](#)

Rating

Click Bank



Clickbank for many years were the biggest affiliate network for Information marketing digital products and still have a massive variety of products to choose from, most with high (50%+) commissions, and many with recurring payment plans for long term profits from promoting membership sites.

Note: their "cookie" is now 6 months rather than just 30 days.

There are also many good WP Plugins making it easy to add Clickbank products to a blog.

[LINK TO RESOURCE](#)

Rating

Share A Sale



Another long standing affiliate network with a massive variety of affiliate programs on offer across many niches and industries (from puzzles, to surf boards, to jewellery, to patio furniture, to vitamins), with commissions varying up to

40%+

Note: There are many affiliate programs on ShareaSale that have data feeds which can provide automatic content with affiliate links embedded and the data feeds are not charged for.

They also provide very goods stats and info (such as 7 day & 30 day EPC, auto approve, 2 tier programs, auto payments & data feeds) to help you choose the best affiliate programs.

[LINK TO RESOURCE](#)

Rating

Avant Link



Another long standing affiliate network with a wide variety of affiliate programs available, as well as data feeds, embedded RSS feeds and a "Deal of the DAY" API module. Avant Link also offer their own WP Plugin for affiliates to simplify adding offers to WP blogs. They also have their own proprietary contextual Ad tool.

Note: Avant Link will not accept affiliate applications without a high quality site with unique content.

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Rating



Revenue Wire



The affiliate network part of Revenue Wire is Affiliate-Wire.com and primarily offer digital products, especially security based software programs, with commission of 50-75%. They also offer a wide variety of both tools and tutorials to help affiliate marketers make the most of their network of programs.

[LINK TO RESOURCE](#)

Rating

One Network Direct



OneNetworkDirect are one of the biggest affiliate network's online with many big name programs and companies, from Logitech to Microsoft, most of their best programs on offer are software based. Their interface for getting affiliate links isn't the easiest to use, and the affiliates can be very fussy about which sites they accept, so you will need a good quality site and relevant content for the program that you are applying for.

[LINK TO RESOURCE](#)

Rating

Pepper Jam (Now eBay Enterprise Network)



Pepper Jam is now part of eBay and offers affiliate programs for over 500 companies, including some of the world's best known brand names, such as Levis, DKNY, Calvin Klien, ToysRUs, Mattel, NFL, Nascar, ESPN, RadioShack, PBS, Bath & Body Works & QVC

[LINK TO RESOURCE](#)

Rating

Link Connector



Link Connector are another of the world's top 10 affiliate networks with affiliate programs from globally recognized brands, including Getty Images, iStockPhoto, Global Golf, CheckInToCash, Photos.com, Auto Parts, Bit Defender, Glasses USA. Linkconnector include a wide range of affiliate tools to make it very simple to add products to your sites, but you will need a good quality site to get approved.

[LINK TO RESOURCE](#)

Rating

Affiliate Window



AffiliateWindow are a largely UK based affiliate network, who are now starting to make big headway in the US as well. They include many very well recognised UK brand names, such as Boots, CarphoneWarehouse, AA, PCWorld, B&Q, Curry's, Debenhams, Sky, BT and Dorothy Perkins. AffiliateWindow also offer data feeds for many of their affiliate programs.

[LINK TO RESOURCE](#)

Rating



Trade Doubler

TradeDoubler Trade Doubler offer largely UK based affiliate programs, with over 150,000 companies, including many well-known brands, such as Hotels.com, eBookers.com, The Body Shop, Mediacom, Ocado, expedia.co.uk, Vodaphone, InterFlora, LadBrokes, Tesco, Sony and many others.

[LINK TO RESOURCE](#)

Rating

eBay Partner Network

ebay partner network Obviously this is the affiliate network for eBay. Their Quality Click Pricing Program will pay per click sent to eBay, based on a quality score for your traffic, rather than just on sales made. The pricing is based largely on the value of "Buy it Now" sales made in the 7 day cookie period.

Note: great for niche sites where there are related items that are commonly auctioned on eBay.

[LINK TO RESOURCE](#)

Rating

Avangate

avangate Avangate offers a wide variety of mostly software based affiliate programs (over 22,000 products) with up to 85% commissions, from companies such as BitDefender, myFICO, Total Defense & HP.

Note: they do offer discount coupons which can be great for visitor special offers to improve conversions.

Note: software products include ResumeMaker, Typing Instructor, Article Scraper & Whois Scraper.

[LINK TO RESOURCE](#)

Rating

Affiliate CPA Networks

Introduction

CPA, PPL (Cost Per Action, Pay per Lead) - when your site visitors clicks on an affiliate link and signs up for membership, leaving his info. This is considered a Lead or Action, and the merchant pays a fixed commission to the affiliate.

Click Booth

cb clickbooth ClickBooth - probably the world's largest CPA network with 1,000's of exclusive offers to choose from with some of the highest payouts in any market, with offers covering everything from dating to DirectTV, to Health and "Meds".

[LINK TO RESOURCE](#)

Rating



Never Blue



Another CPA network with hundreds of popular programs on offer across a wide range of markets from dating to gift cards, to finance, Auto insurance, home improvement, Health, Games, Mobile Apps and feebie offers. Note: their interface needs an update, it's a little clunky.

[LINK TO RESOURCE](#)

Rating

Max Bounty



MaxBounty have been around for over 15 years and have some high paying offers in a wide variety of markets, including credit and gambling.

Note: you will need a good quality, related site to get accepted in to the network.

[LINK TO RESOURCE](#)

Rating

Peer Fly



A network that publishers love. Superb affiliate management. over 2,000 programs to choose from in a wide variety of markets, including games, gambling, education, health, finance & insurance.

[LINK TO RESOURCE](#)

Rating

Media Whiz



Not the biggest network, but some very well-known brand names on offer as affiliate programs, with a great range of mobile specific programs, and some great training materials for affiliates.

[LINK TO RESOURCE](#)

Rating

CPA Way



Is extremely popular with affiliates, and has an excellent technology platform. Another top 5 CPA network with some well-known brands to promote, including "As Seen on TV", Audible.com, Dish Network and ADT.

[LINK TO RESOURCE](#)

Rating

Adscend Media



Very strong in content monetization with good reach and a nice offer portfolio. There are over 1,500 offers available over 180 countries.

[LINK TO RESOURCE](#)

Rating

Convert2Media



C2M continues its run up the rankings. An especially strong turnout among publishers. A top ranked CPA network with over 1,000 programs on offer.

[LINK TO RESOURCE](#)

Rating

W4



DW4 has a very experienced team who know how to make campaigns successful. Good technology too. W4 is a fast growing CPA network with a wide variety of programs and a user friendly interface.

[LINK TO RESOURCE](#)

Rating 

CPA Lead



A leader in content-locking and a favourite for many.

[LINK TO RESOURCE](#)

Rating 

ValuLeads



ValuLead's customised campaigns have fostered a dramatic rise in popularity. Note: They do not allow offers to be incentivised.

[LINK TO RESOURCE](#)

Rating 

Motive Interactive



Premium, invitation-only, and an excellent proprietary tracking platform. CPA network for some of the top games developers/publishers, including EA, Ubisoft and Kabam.

[LINK TO RESOURCE](#)

Rating 

Fluent



A strong new comer in boutique performance network arena, with a penchant for smartphone app developers.

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Rating 