

# 2014

## AFFILIATE MARKETING BENCHMARK REPORT

RESEARCH AND INSIGHTS ON  
AFFILIATE MARKETERS' METHODS,  
PREFERENCES AND STRATEGIES

SPONSORED BY





NETWORK

LEARN

KEYNOTE SPEAKER:  
RICH  
"BIG DADDY"  
SALGADO

KEYNOTE SPEAKER:  
DR. JULIE GURNER



AFFILIATE  
SUMMIT

New York City

AFFILIATE SUMMIT  
EAST 2014 | AUG. 10-12

MARRIOTT MARQUIS

AFFILIATESUMMIT.COM

NYC

State of the Affiliate Marketing Industry .....	3
Are you female or male? .....	4
What is your age? .....	5
What is the highest form of education that you have received? .....	6
What is your marital status? .....	7
Do you have children? .....	8
Do you currently work from home or commute to an office? .....	9
Finish this sentence: "I have been an affiliate marketer since..." .....	10
What methods do you use to drive traffic to your website(s)? .....	11
What role do you play in selecting affiliate programs for your company? .....	12
Which of the following do you primarily promote: B2C or B2B? .....	13
When selecting a merchant to promote, what is the top factor that sways your decision? .....	14
How do you typically find out about new programs? .....	15
When an affiliate program has denied you, what do you typically do? .....	16
How important is your relationship with an affiliate manager for your business? .....	17
What is your preferred method of finding out information from an affiliate manager? .....	18
How do you prefer to be contacted by affiliate managers? .....	19
Do you currently charge a fee to list advertisers on your site? .....	20
What is the average age of your site visitors? .....	21
What are the top 5 categories that you typically promote? .....	22
What is your primary target market for your affiliate business? .....	23
Which of the Cost Per Sale Affiliate Networks do you belong to? .....	24
How has state legislation commonly known as "affiliate nexus tax", affected your business? .....	25
What is your annual income derived from affiliate marketing efforts? .....	26
How many affiliate programs are you currently promoting? .....	27
What is your preferred method of receiving commission payments? .....	28
Mac or PC? .....	29
What percentage of your merchants provide you with custom creatives? .....	30
What could your merchants provide you with to help you generate more business for them? .....	31

YOU MAY COPY, DISTRIBUTE, DISPLAY  
AND/OR PERFORM VERBATIM COPIES  
OF THIS MATERIAL WITH ATTRIBUTION  
AS: "CREATIVE COMMONS LICENSED  
CONTENT FROM THE 2014  
AFFILIATE SUMMIT  
AFFSTAT REPORT."



CO-PUBLISHERS:  
MISSY WARD  
SHAWN COLLINS

AFFSTAT.COM  
©2014 AFFILIATE SUMMIT INC.

# STATE OF THE AFFILIATE MARKETING INDUSTRY

MORE THAN 1,800 AFFILIATES WERE SURVEYED ON THEIR METHODS, PREFERENCES, AND STRATEGIES FOR THE 2014 AFFILIATE SUMMIT AFFSTAT REPORT.

THIS REPORT FEATURES THE RESULTS OF THE SURVEY.

MOST AFFILIATES WORK IN A VACUUM, AND SCANT DATA EXISTS TO TELL THE STORY OF THE AFFILIATE MARKETER.

AS AN INDUSTRY, WE ARE RICH IN SPECULATION, BUT POOR WHEN IT COMES TO AGGREGATING THE FACTS AND FIGURES THAT DRIVE THIS BUSINESS.



REVIEW THE RESULTS IN THE REPORT. COMPARE AND CONTRAST AGAINST YOUR EXPERIENCES AND/OR YOUR SITUATION. CONSIDER THE IMPLICATIONS OF SOME OF THESE RESULTS. WHAT DO THESE NUMBERS MEAN TO YOU AND HOW YOU CONSIDER THE STATE OF THIS INDUSTRY?

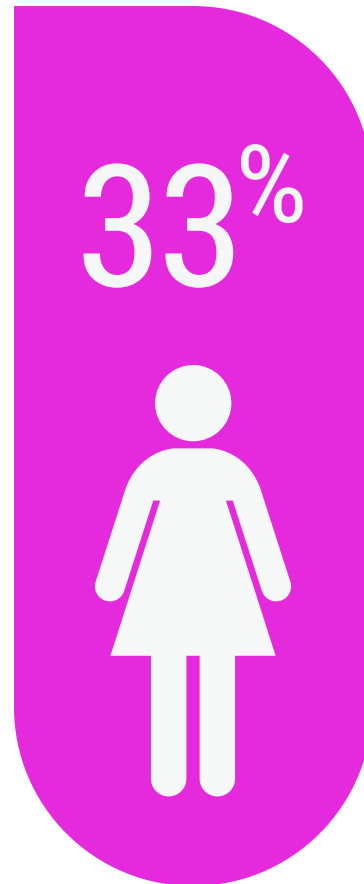
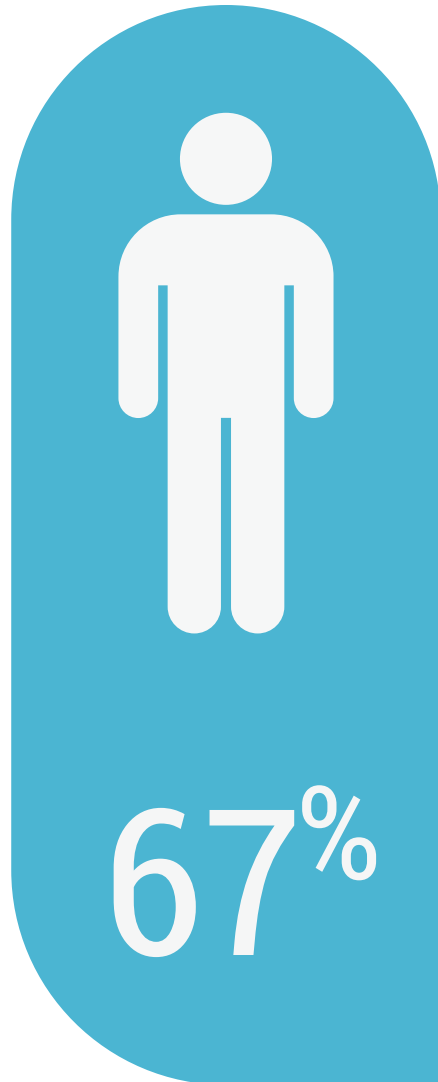
FEEL FREE TO USE THE MATERIAL CONTAINED WITHIN THIS REPORT IN BLOG POSTS, PRESENTATIONS, WITH ATTRIBUTION AS "CREATIVE COMMONS LICENSED CONTENT FROM THE 2014 AFFILIATE SUMMIT AFFSTAT REPORT."



SHAWN COLLINS & MISSY WARD  
CO-FOUNDERS OF AFFILIATE SUMMIT & THE  
AFFSTAT AFFILIATE MARKETING BENCHMARK REPORT.

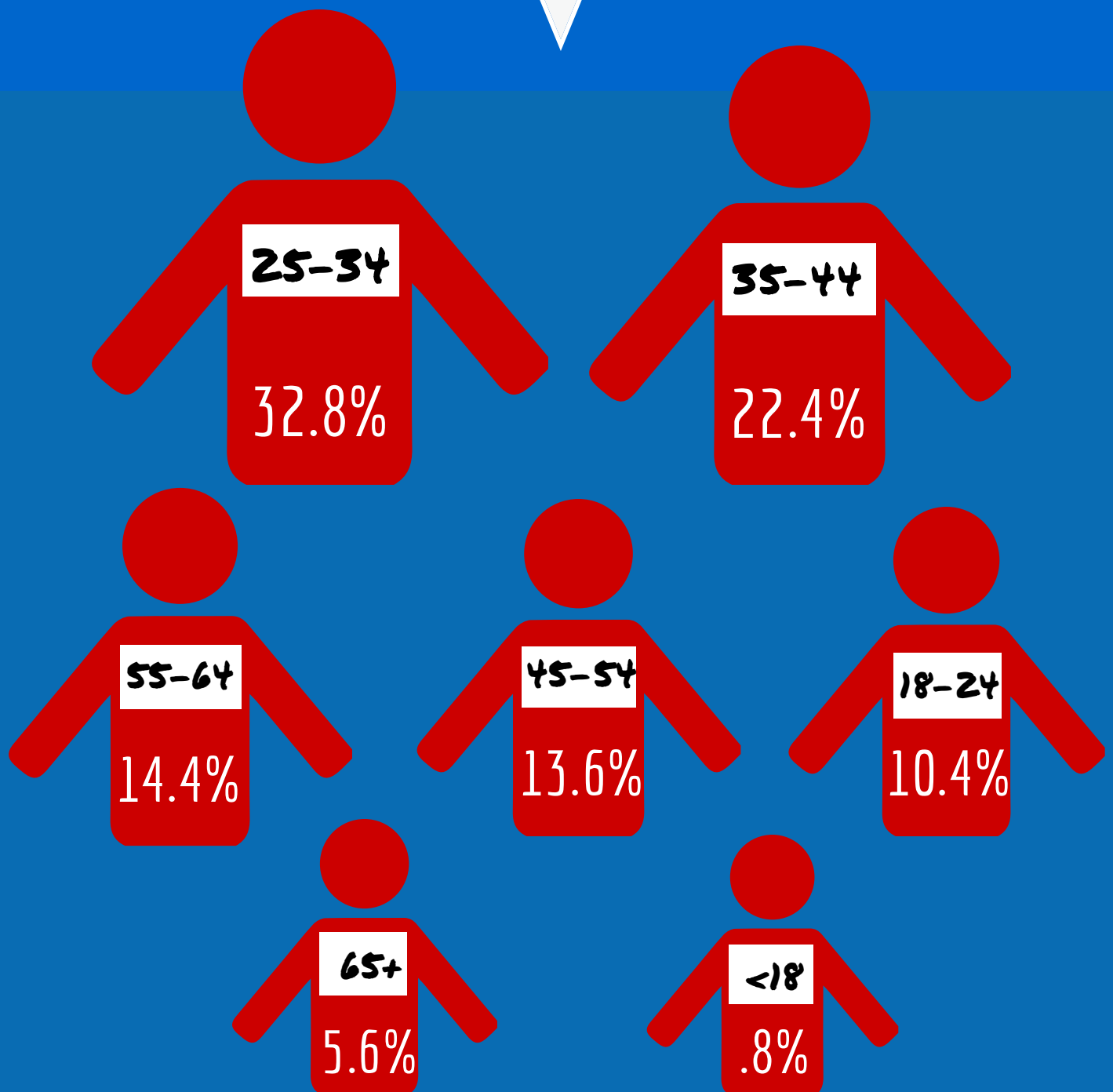


# Are you male or female?





# What is your age?





# What is the highest form of education that you have received?



4-YEAR DEGREE  
(BA, BS)



SOME  
COLLEGE



MASTER'S  
DEGREE



2-YEAR DEGREE  
(ASSOCIATES)



HIGH SCHOOL  
GRADUATE/GED



PROFESSIONAL  
DEGREE (MD, JD)



SOME HIGH  
SCHOOL



DOCTORAL DEGREE



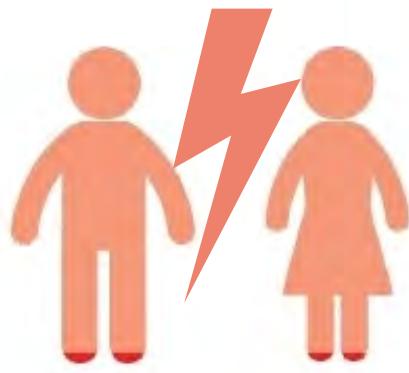
# What is your marital status?



**MARRIED - 57.7%**



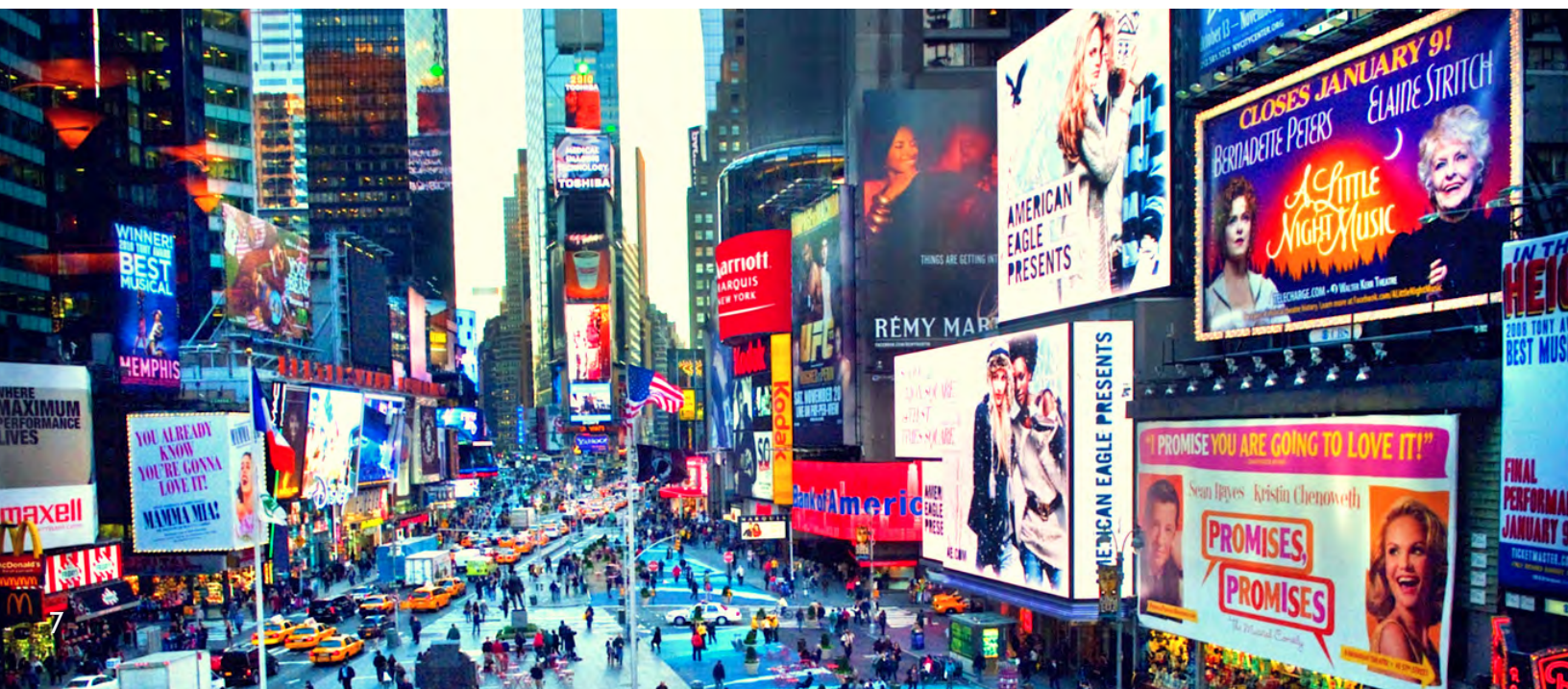
**SINGLE - 33.8%**



**DIVORCED - 7.7%**



**WIDOWED - .8%**



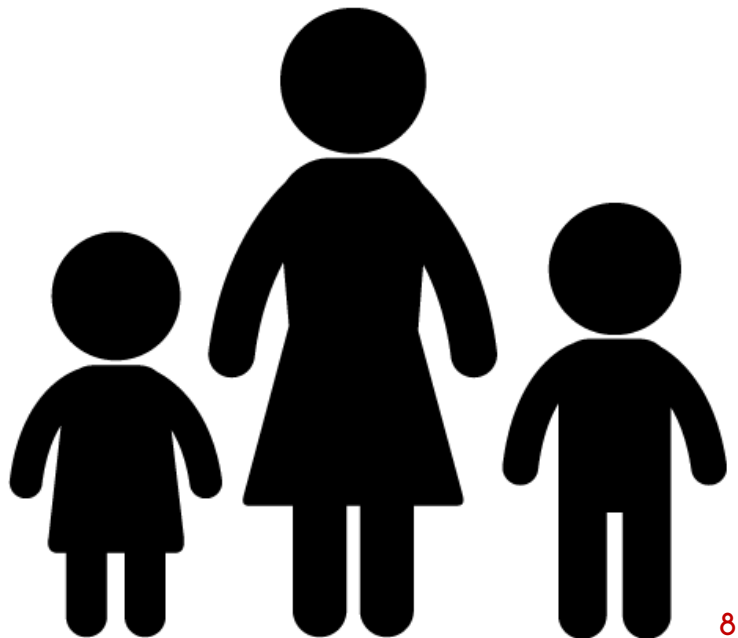
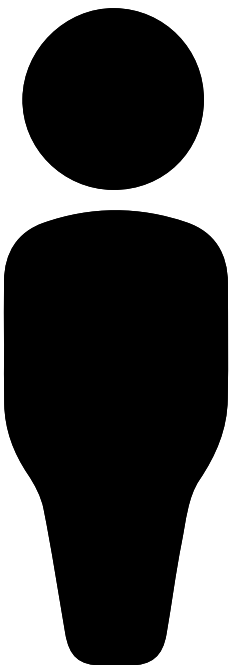




Do you have children?

**NO**  
45.4%

**YES**  
54.6%



Do you currently work from home or commute to an office?



WORK FROM HOME - 45.5%



COMMUTE TO OFFICE - 21.6%

**BOTH**

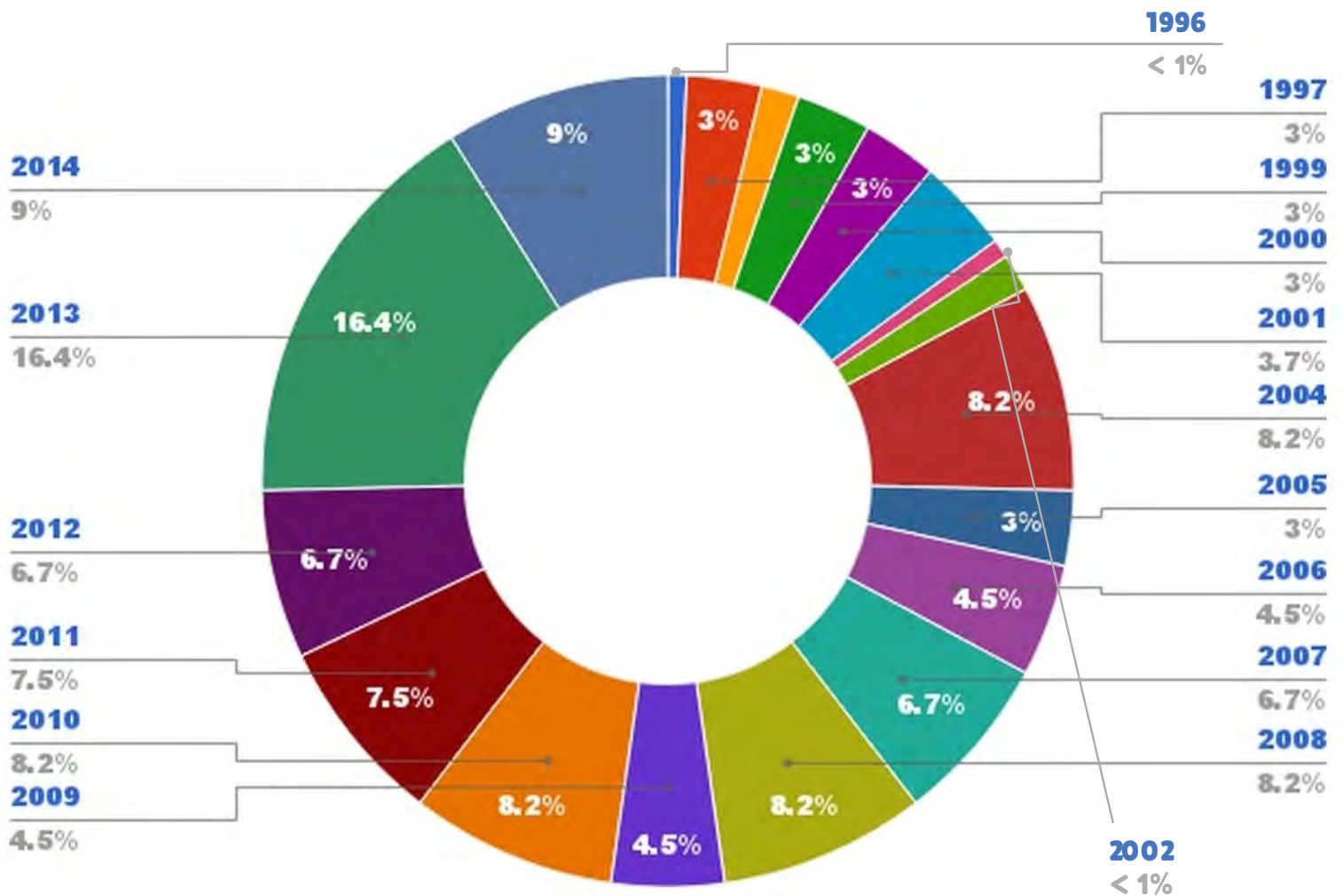
(DEPENDING ON THE DAY) - 32.8%



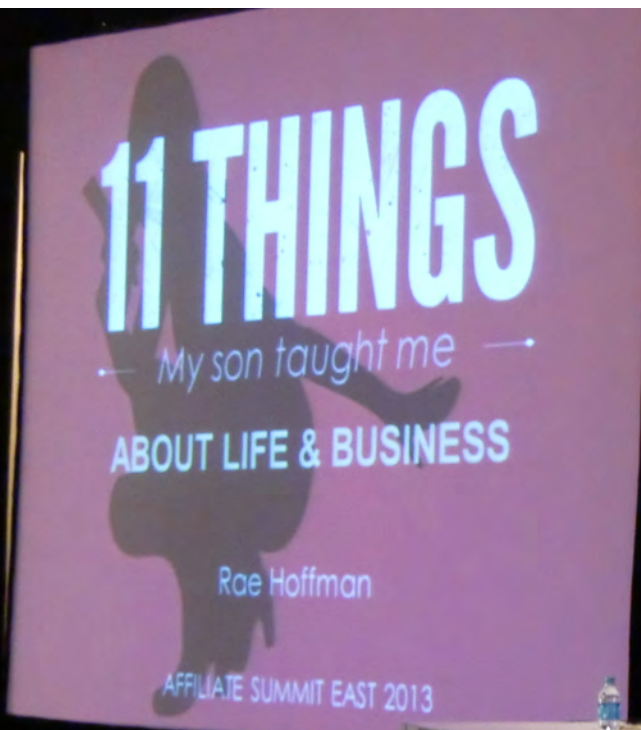
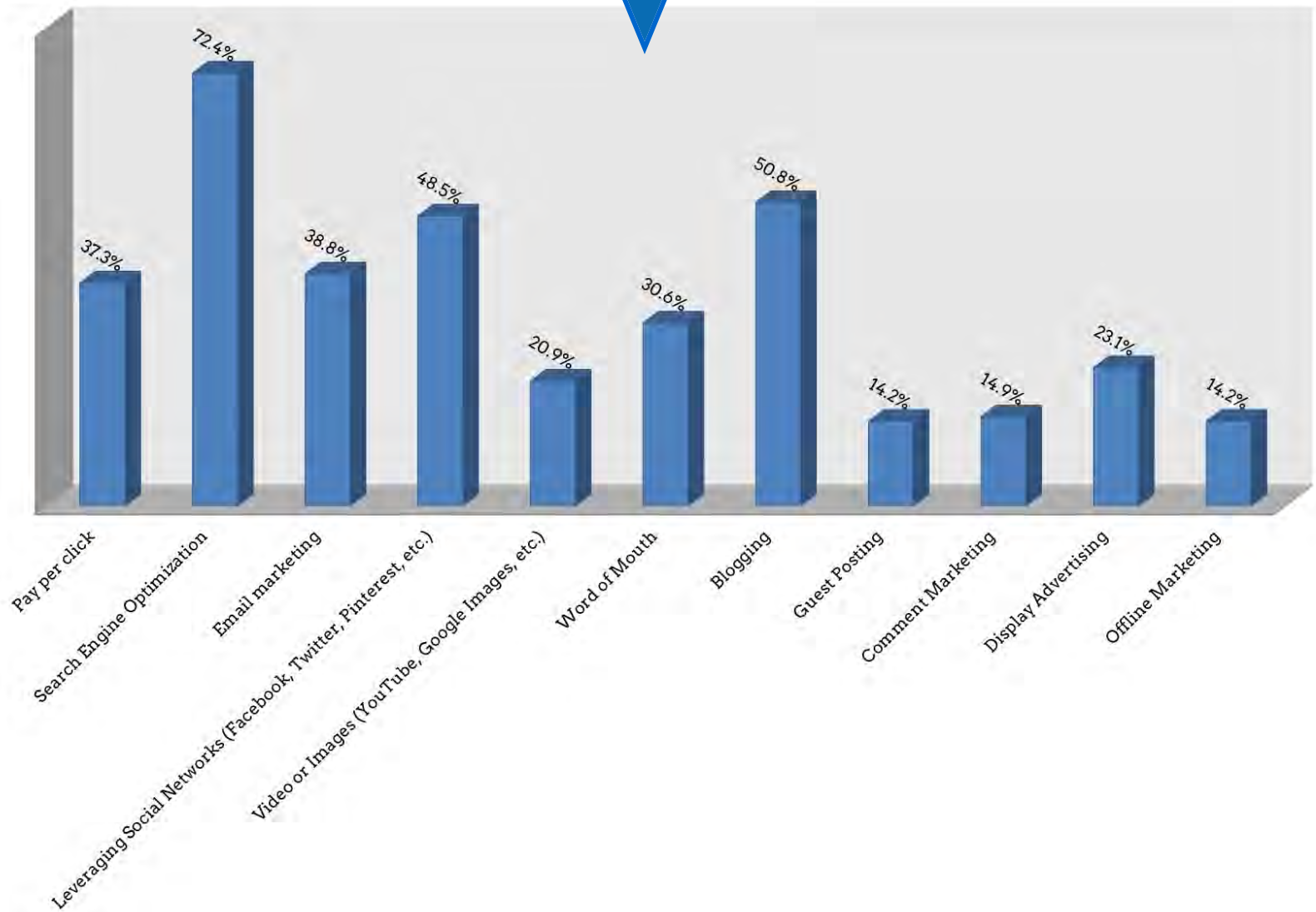




Finish this sentence: "I have been an affiliate marketer since...."



# What methods do you use to drive traffic to your website(s)?







What role do you play in selecting affiliate programs to promote for your company?

"I am  
always or  
usually the  
decision  
maker."



**79.1%**

"I am  
sometimes  
the  
decision  
maker."



**13.4%**



**3.7%**

"I influence  
the  
decisions,  
but I don't  
have the  
final say."



**3.0%**

"I don't  
make or  
influence  
the  
decisions in  
any way."



**.7%**

"I'm  
starting up  
the  
company  
this  
quarter."

Which of the following do you primarily promote: B2C or B2B?

**B2C**

**PRODUCTS**

**62.69%**

**B2C**

**SERVICES**

**15.67%**

**B2B**

**PRODUCTS**

**14.18%**

**B2B**

**SERVICES**

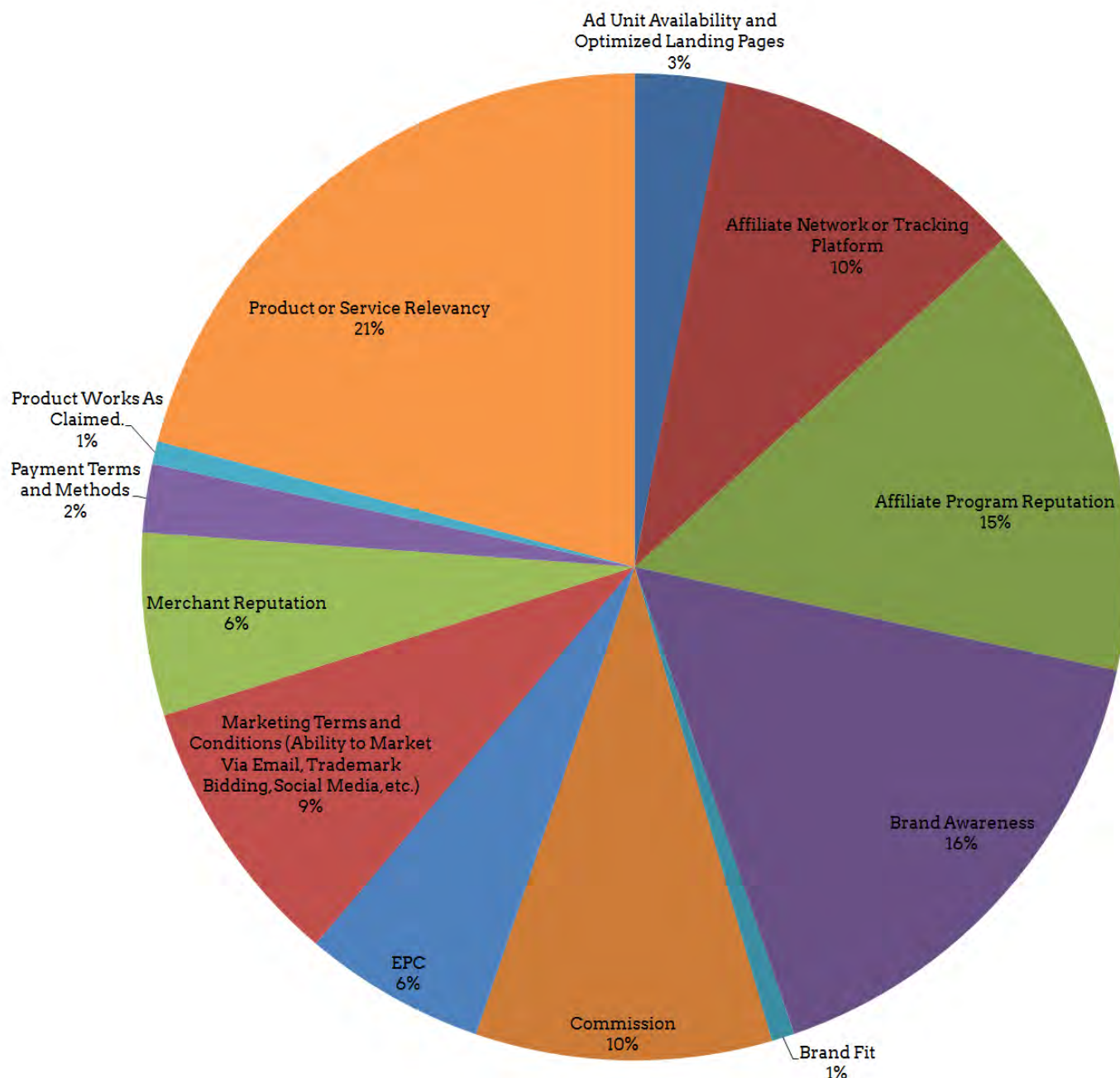
**7.46%**







# When selecting a merchant to promote, what is the top factor that sways your decision?

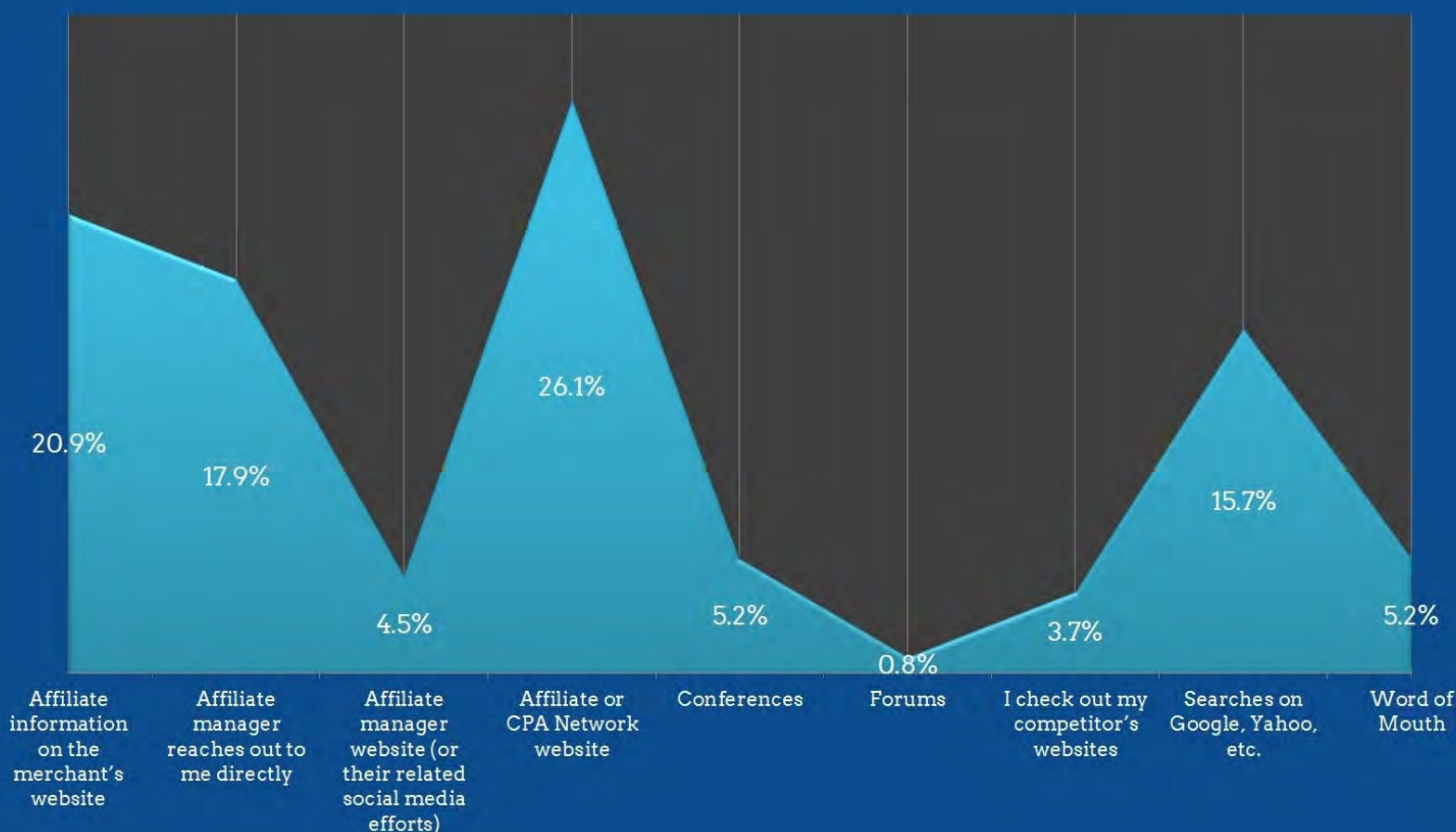






# Thank you for attending Affiliate Summit West!

## How do you typically find out about new affiliate programs?



# When an affiliate program has denied you, what do you typically do?

*Sorry!* I'M  
**MOVIN' ON**

*"Move on. There are plenty of other programs to promote!"*

**48.5%**

*"Contact the Affiliate Manager to see if the situation can be remedied!"*



**41.0%**

**10.4%**



*"Contact the Affiliate Manager and successfully negotiate a commission increase!"*







How important is your relationship with an affiliate manager for your business?

**46.3%**

*"Somewhat valuable. I sometimes join, promote and quit programs because of the affiliate manager."*

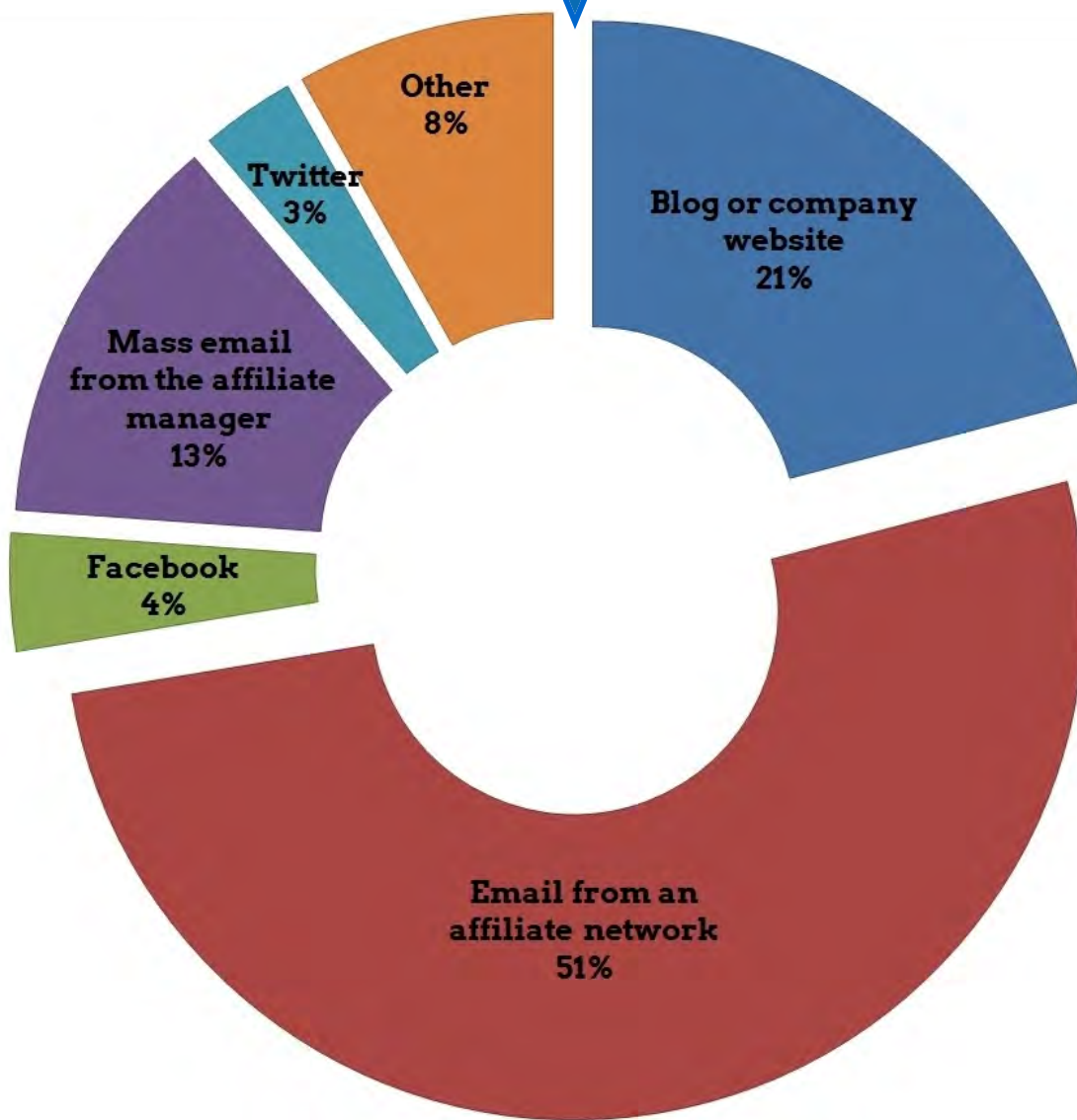
*"Crucial to my business. I typically join, promote and sometimes quit programs due to the affiliate manager".*

**30.6%**

**23.1%**

*"Irrelevant. I almost never consider joining, promoting or quitting programs because of the affiliate manager."*

# What is your preferred method for finding out information from an affiliate manager?







How do you prefer to be contacted by affiliate managers?



81.9%

**EMAIL**



**PHONE**

3.1%



3.8%

**IM**



**ALL 3 WAYS**

11.2%

Do you currently charge a fee to list advertisers on your site?

84.3%

**NO**



15.7%

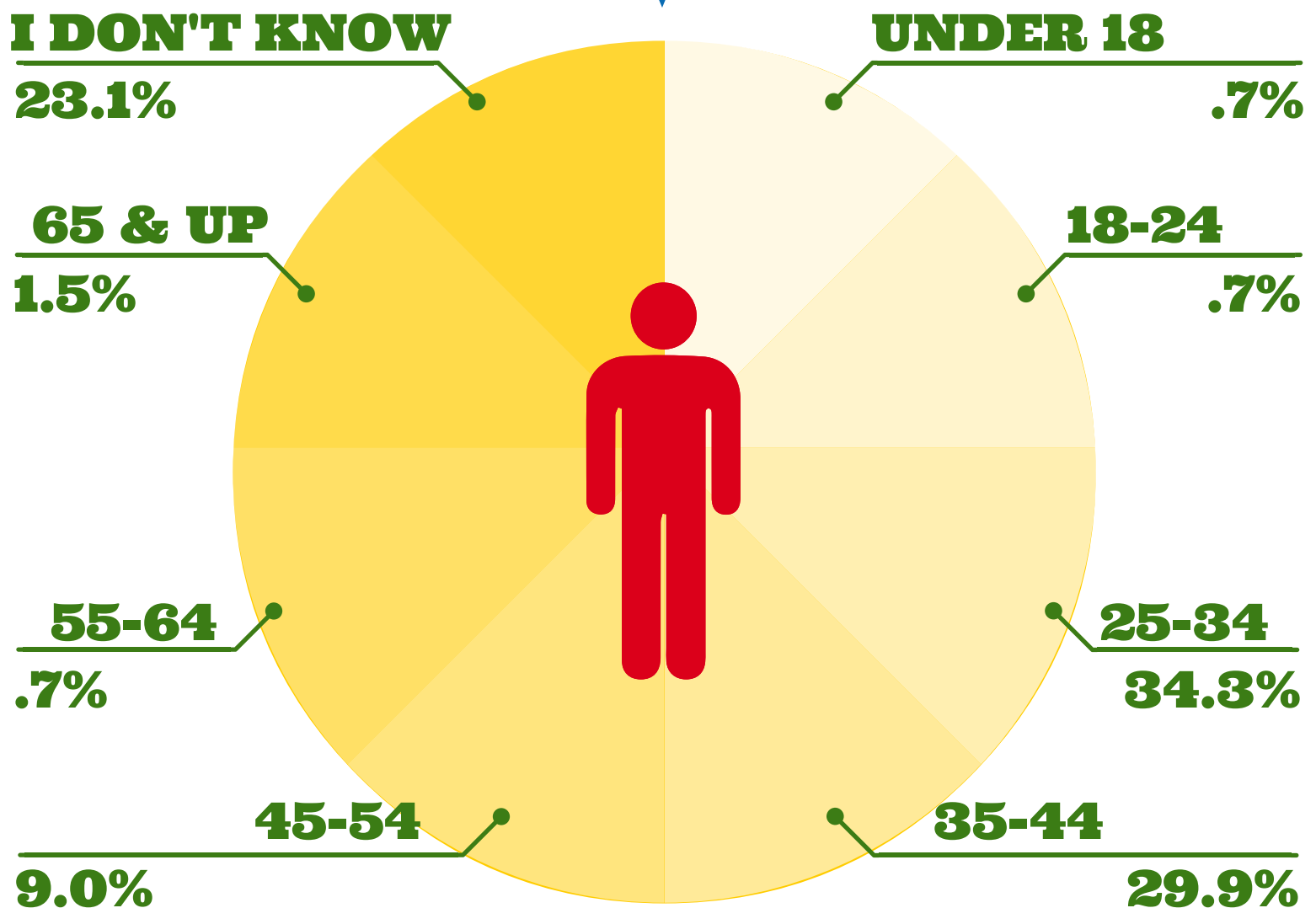
**YES**



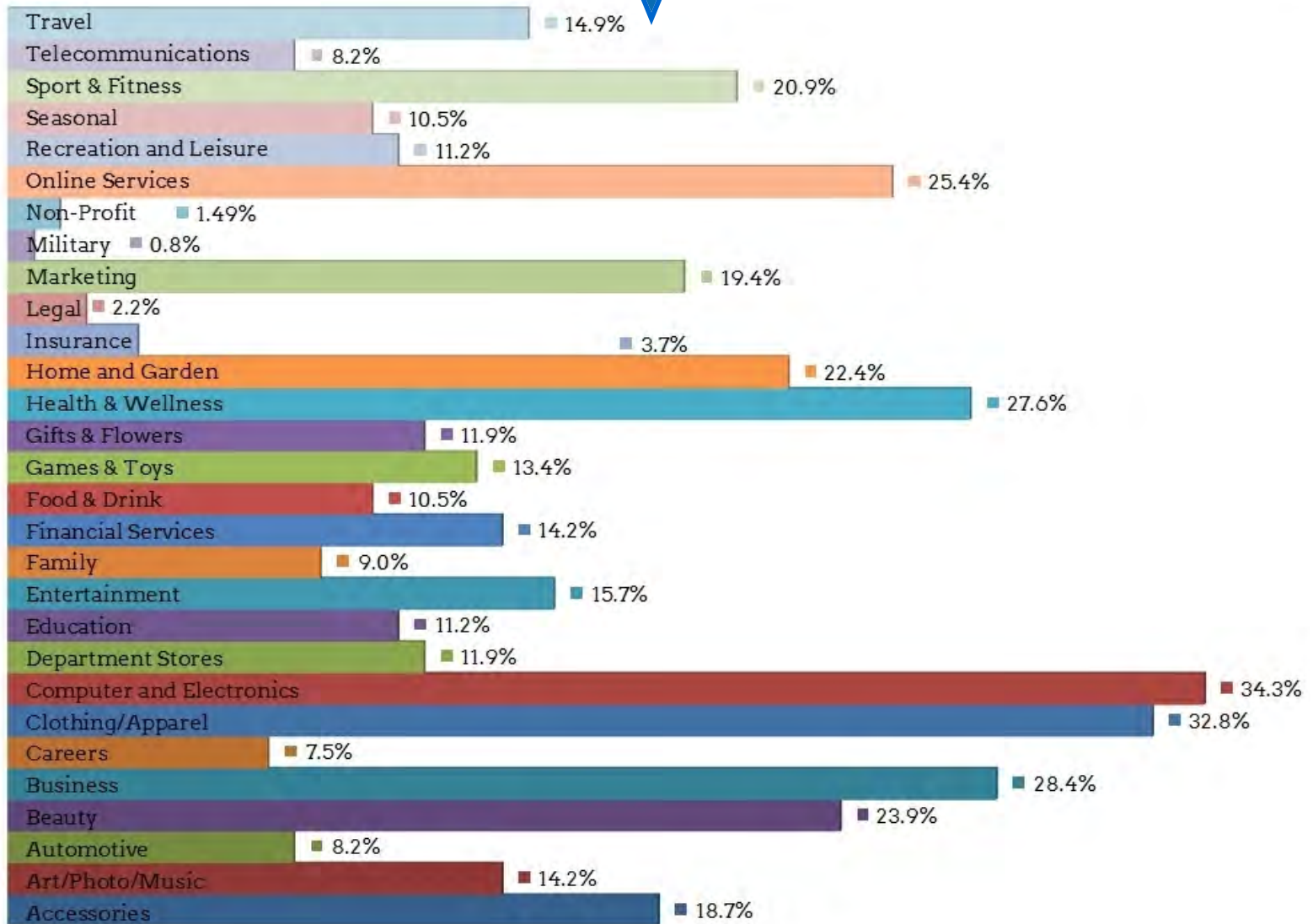




What is the average age of your site visitors?



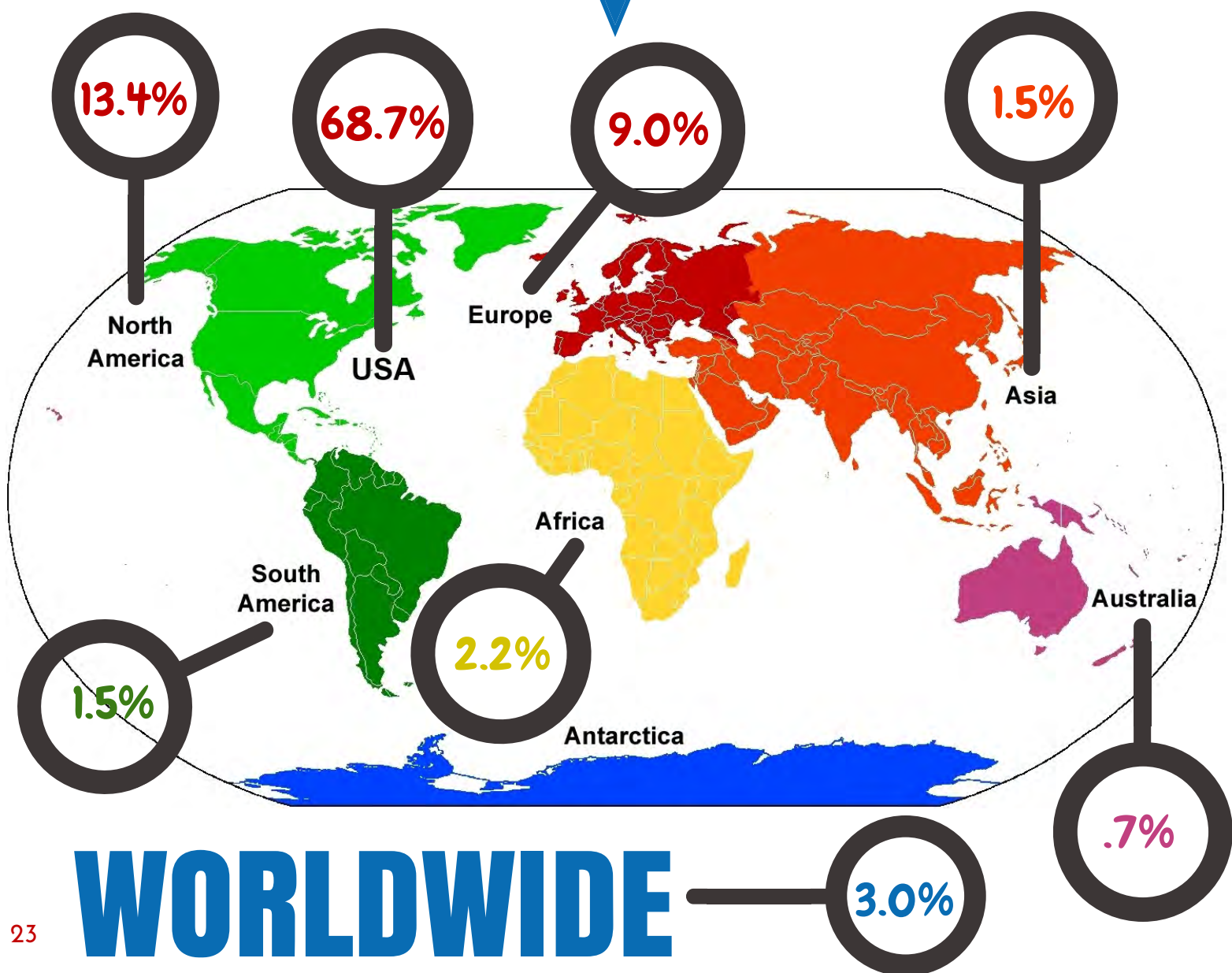
# What are the top 5 categories that you typically promote?





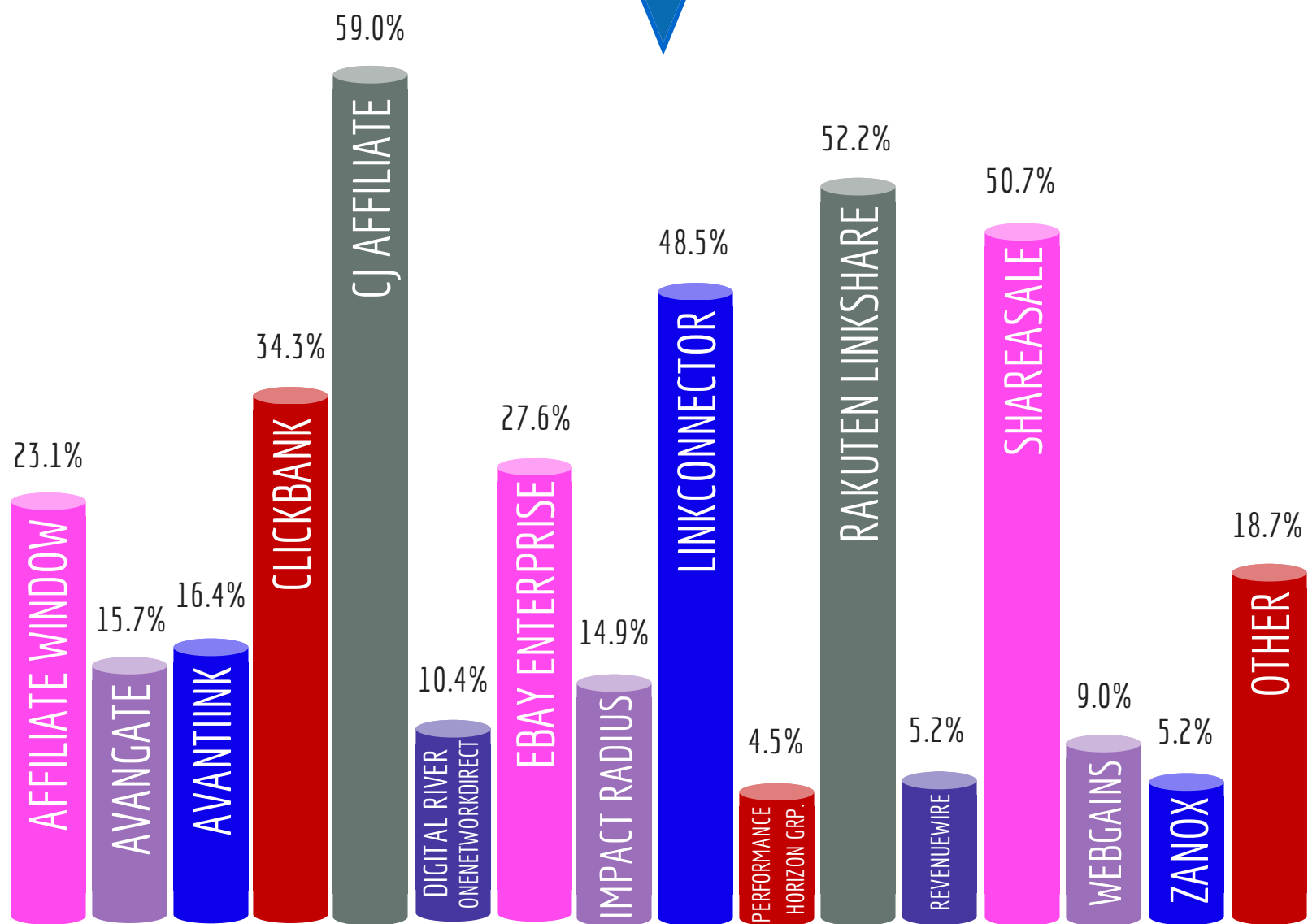


What is your primary target market for your affiliate business?





# Which of the Cost Per Sale Affiliate Networks do you belong to?







## How has state legislation commonly known as "Affiliate Nexus Tax", affected your business?

55.2%

Irrelevant. I've been fired from some affiliate programs, but I've found replacements or I've not been fired from any affiliate programs.



Limited impact. I've lost a minor amount of revenue because I've been fired from some affiliate programs.

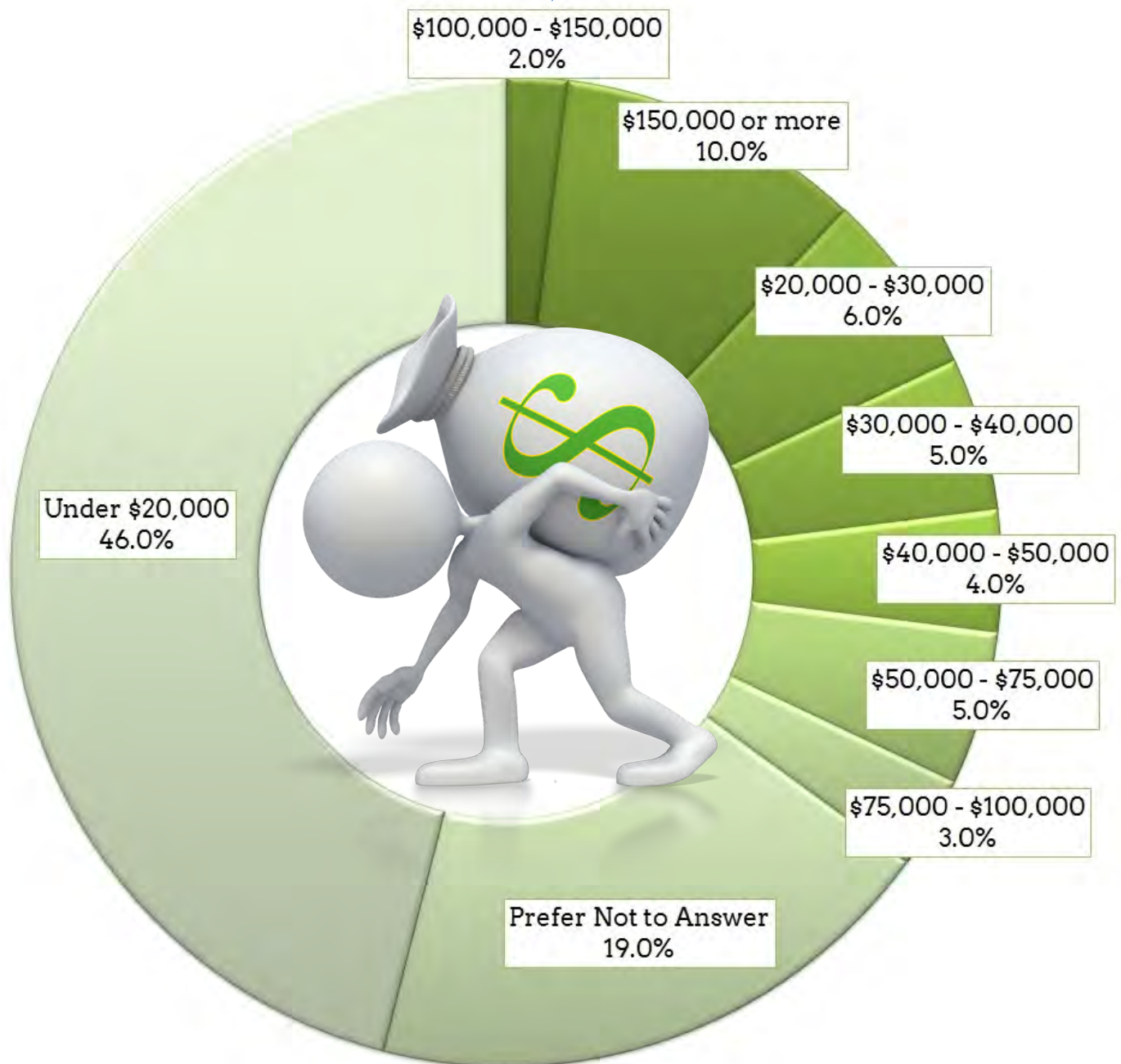
38.1%

6.7%

Crushed my business. I've lost significant revenue because I've been fired from affiliate programs.



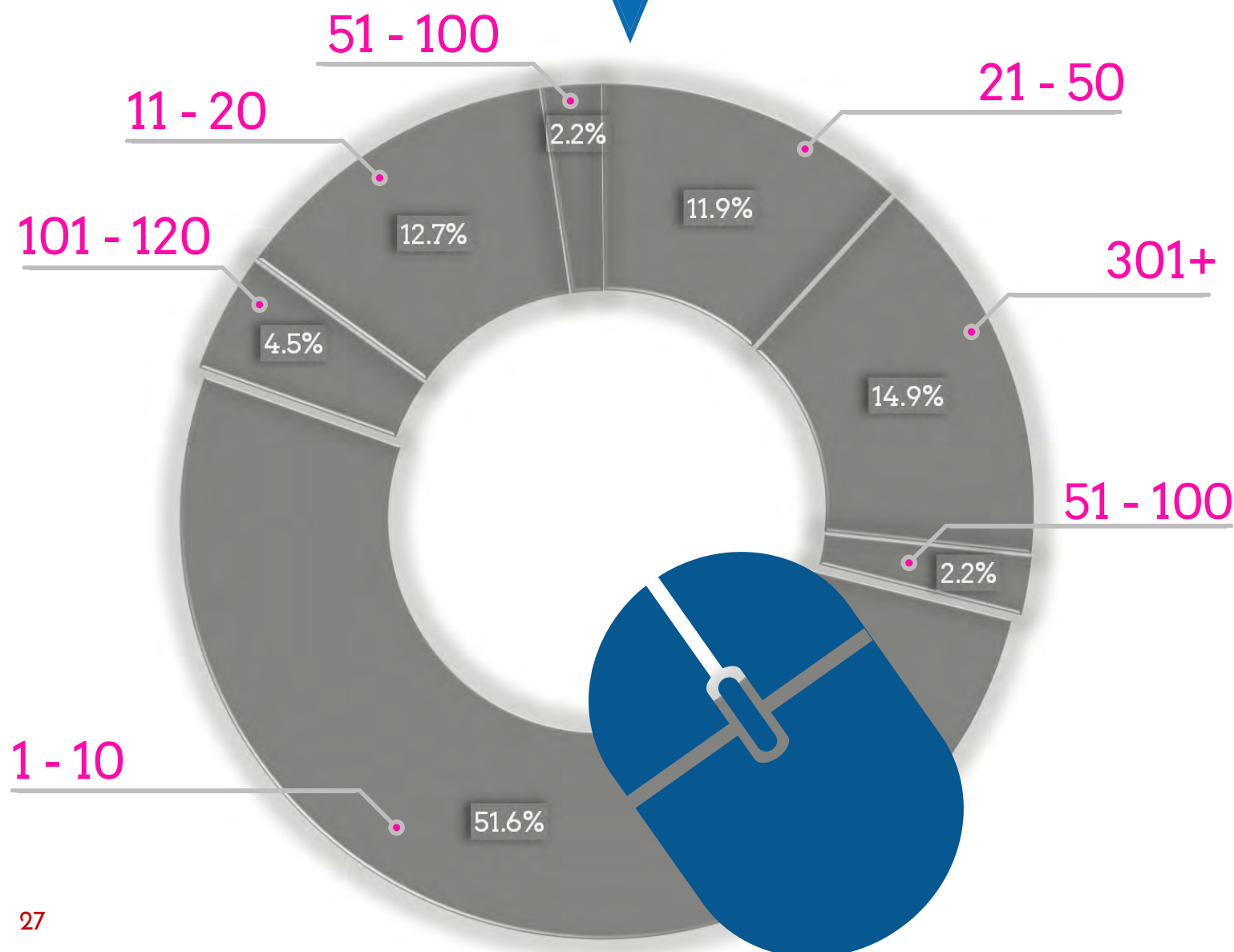
# What is your annual income derived from affiliate marketing efforts?







How many affiliate programs are you currently promoting?



What is your preferred method of receiving commission payments?

41.8%

*Direct Deposit*

*PayPal*

34.3%

11.9%

*Check*

*Wire Transfer*

11.9%







Mac or PC?



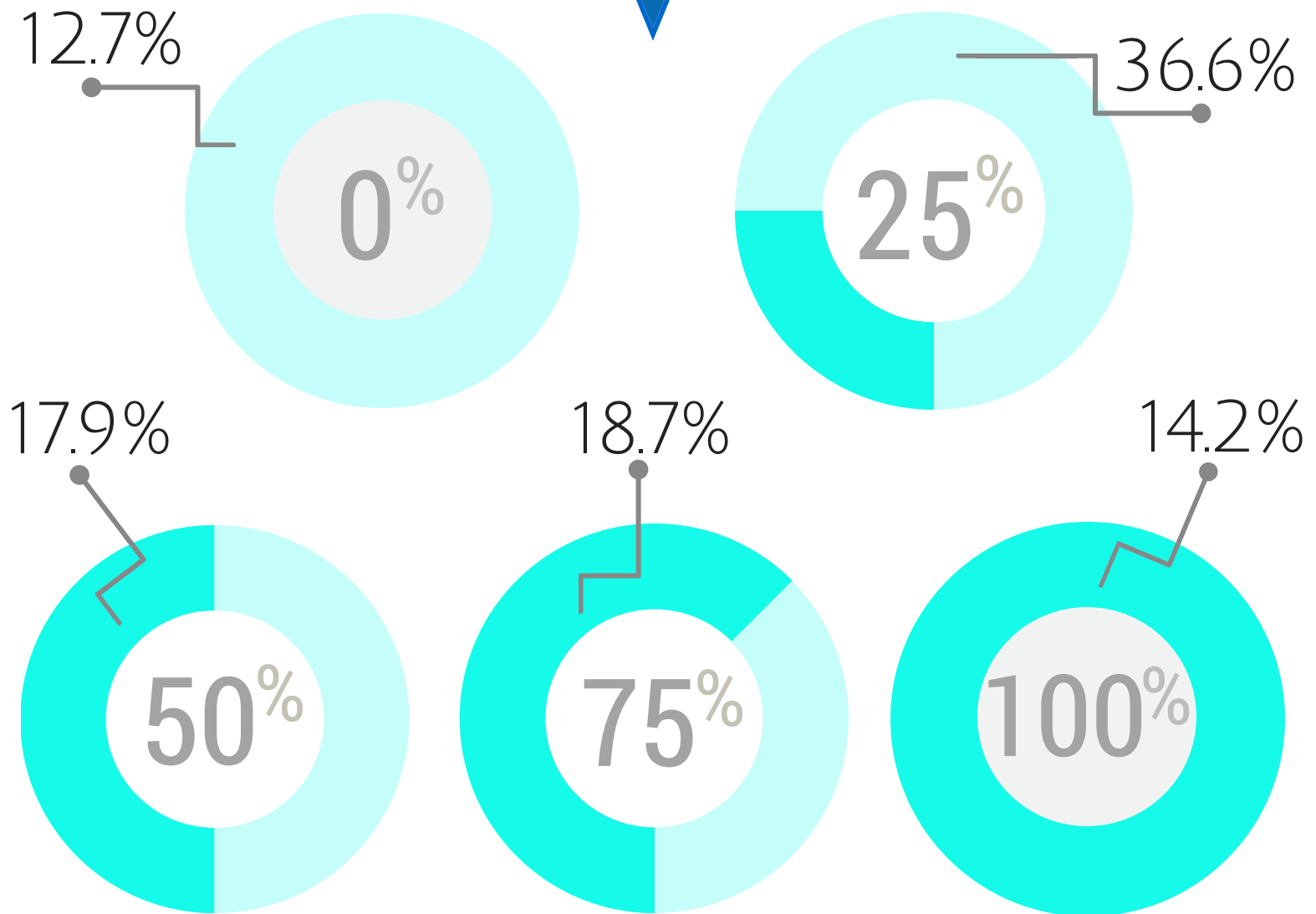
76.9%



20.9%

~ BOTH ~  
2.2%

# What percentage of your merchants provide you with custom creatives?







What could your merchants provide you with to help you generate more business for them?

Better Images  
Conversion Insights  
Keyword Analytics  
More Creatives  
**Training**  
Brand Normalization  
Video  
Better Landing Pages  
RSS Feeds  
Exclusive Coupons  
Market Insights  
Product Insights  
Better Communication  
Deep Linking  
Faster Affiliate Approval  
Press Kits  
Email Swipes  
Promotions

*The larger the  
keyword...  
...the more times  
it was mentioned  
in the open-ended  
responses.*



A night-time photograph of the Paris Hotel in Las Vegas. The Eiffel Tower replica is brightly lit on the left. The hotel's grand facade is illuminated in the center. On the right, a large, glowing hot air balloon structure is visible. The sky is a deep blue.

*save the date*

## AFFILIATE SUMMIT WEST 2015

*January 18-20, 2015 | Paris Hotel*



*AffiliateSummit.com*