



AFFILIATE MARKETING CHECKLIST

IS MY AFFILIATE PROGRAM OPTIMISED?

Perform a Program Health Check

You've seen some results from affiliate but now's the time to ramp things up. Here's a checklist we use to keep our clients on the right track. If you're checking off all or most of the below, you're surely ready to scale again!

STRATEGY

- ☐ You've consulted your **network** account manager and asked for their **recommendations**
- ☐ Your **commission rates** have been reviewed and are **competitive** in your category
- ☐ You're **optimising your offers on specific criteria** e.g. seasonality, best sellers, timely promotions

HOUSEKEEPING

- ☐ You've **optimised your assets** including your creative, product feeds, landing pages
- ☐ Your affiliate-driven sales are still **tracking correctly**
- ☐ Your **terms and conditions are up to date** and not overly restrictive or unfair for publishers working with you
- ☐ You've **removed non-compliant publishers** from your program

ANALYSIS

- ☐ You have a **decent publisher mix** with partners that can impact throughout the purchase funnel
- ☐ You've received (from your network) and analysed a **competitor report** to monitor trends and ideas
- ☐ You've **looked at past performance** and identified where results have come from previously

COMMUNICATION

- ☐ You're **communicating with your partners regularly** via newsletters with your latest offers and news
- ☐ You've **spoken to or met with your top publishers** to align on your partnership and upcoming campaigns
- ☐ You have added a **page on your website**, usually in your footer, **promoting your affiliate program**



The *Service-First*
Affiliate Network

At Webgains, we connect you to over **250,000 affiliates**—from leading websites in your vertical to channel-specific experts. With **1,800+ global brands** on our platform, we offer flexible service levels to support every budget, backed by first-class support, training, and expert guidance.

GET STARTED