The Top 8 Benefits of **Affiliate Marketing**

Affiliate marketing is the bread and butter of an effective partnership strategy.

You'll start to see benefits from affiliate marketing in your conversion rates, average-order values, and customer lifetime values, when executed properly.

HERE'S WHAT AFFILIATE MARKETING DOES FOR YOUR BUSINESS...

1. **GENERATES NEW-TO-FILE CUSTOMERS:**
   Affiliate programs allow brands to attract new audiences and customers by increasing traffic with affiliate networks.

2. **CONVERTS CUSTOMERS AT A LOWER RISK WITH HIGH ROAS OPPORTUNITY:**
   There is almost no profit risk associated with affiliate, because all costs are directly tied to purchases.

3. **BUILDS REACH AND BRAND AWARENESS THROUGH CONTENT CREATION:**
   Brands that leverage affiliate programs can reap the added benefit of user-generated content (UGC) from creators who drive traffic and awareness by promoting affiliate deals.

4. **DRIVES SALES VIA A FRESH MARKETING CHANNEL:**
   Affiliate acts as a channel within other channels, providing an untapped messaging path for potential purchases.

5. **TRACKS LINKS THAT IDENTIFY EXISTING BRAND AMBASSADORS:**
   Brands can use affiliate analytics to identify, organize, and engage creators who are driving conversions that are aligned with business objectives.

6. **PROVIDES INSIGHT INTO BRAND-TO-BRAND PARTNERSHIP OPPORTUNITIES:**
   In addition to finding winning creators, affiliate can be a great channel for building strategic product and marketing collaborations.

7. **CREATES MARKETING PERFORMANCE DATA POINTS BASED ON PURCHASING BEHAVIOR:**
   As a channel, affiliate is centered around traffic, incremental revenue, and, most notably, purchasing decisions.

8. **SEAMLESSLY INTEGRATES WITH EXISTING PROGRAMS AND CHANNELS:**
   Affiliate enhances the effectiveness of both paid and owned channels, like influencer and lifecycle, by offering exclusive opportunities for customers.

A strong affiliate program can drive incremental revenue and profit for your marketing campaigns. If your brand wants to make the most of Affiliate Marketing, WITHIN can help. Get in touch.