



DEVELOP STRONG AND LASTING  
AFFILIATE RELATIONSHIPS



## AGENCY BEST PRACTICES

TAKE ADVANTAGE OF  
SHAREASALE RESOURCES



EFFECTIVELY USE  
FEATURED PLACEMENTS



MASTERS OF REPORTING



UTILIZE THE NETWORK  
TOOLS & TECHNOLOGY



THERE ARE A NUMBER OF TOOLS AVAILABLE TO HELP AGENCIES SUCCEED ON THE SHAREASALE NETWORK. ADDITIONALLY, WE HAVE FOUND THAT EMPLOYING THE FIVE FOLLOWING STRATEGIES HELP SET AGENCIES APART.

### DEVELOP STRONG AND LASTING AFFILIATE RELATIONSHIPS

- Employ various commission incentives
- Gather data on affiliates and store it to better incentivize Affiliates
- Attend industry shows to meet personally with Affiliates

### MASTERS OF REPORTING

- Utilize reports such as the Year in Review, Notable Affiliates, and Affiliate Timespan report to gather data to improve Merchant programs

### UTILIZE THE NETWORK TOOLS & TECHNOLOGY

- Use every tool available to segment, attribute, and incentivize Affiliates (Tags, Clickstream Commissions, New Vs. Returning Commissions)

### EFFECTIVELY USE FEATURED PLACEMENTS

- Strategize use featured placements to continually increase Affiliate awareness

### TAKE ADVANTAGE OF SHAREASALE RESOURCES

- Utilize every ShareASale resource - this includes setting up monthly calls with the Agency Relationship Manager and working with the tech team to ensure optimal account setup.