



# AFFILIATE APPLICATIONS

There are many different types of Affiliates within the ShareASale Network - Niche Bloggers, Coupon Aggregators, Shopping Comparison Sites, etc. Merchants have the option to approve or decline any Affiliate that applies - here are a few best practices on reviewing those applications.

## THINGS TO CONSIDER WHEN APPROVING AFFILIATES

- DO THEY HAVE A LIVE OR ACTIVE WEBSITE?
- DOES THE SITE HAVE WORKING LINKS?
- IS IT A CLEAN SITE VOID OF SUBJECT MATTER YOU MAY DISPROVE OF?
- DO THEY FIT THE CRITERIA OF YOUR PROGRAM AGREEMENT?

## AFFILIATE MEMBERSHIP LEVEL: FULL VS LIMITED

An Affiliate with a Full Membership has received a check from ShareASale for \$50+. This means, the Affiliate has had at least some activity and success within the network. Don't discount a Limited Membership, this could simply indicate a new Affiliate to the network. However, it might warrant a more comprehensive review.



## AFFILIATE FEEDBACK: MERCHANT RESPONSES

Merchants & Affiliates have the opportunity to leave feedback for each other. Be sure to look at it. Often times a negative feedback report will stem from an Affiliate that was in violation of a Merchant's terms of use. And just as often the Affiliate acts quickly to fix the issue.

*BELOW: An Affiliate is considered in "Full Membership" if he/she has received a check for \$50 or more for commissions earned from Merchant Partners.*

### FULL MEMBERSHIP



VS

### LIMITED MEMBERSHIP



## THINGS TO REMEMBER

**NON-US AFFILIATES ARE OK** Many Affiliates are registered from countries around the world. The majority of the time these Affiliates are building websites for US based traffic.

**AFFILIATES HAVE MANY SITES** Sometimes even hundreds, but only list two or three. If those two or three are unrelated to your product, it's likely they have another site or a new idea in mind for your program.

**CONTACT THE AFFILIATE** Don't be shy about contacting an Affiliate with further questions. It's not usual for Merchants to ask an Affiliate how they intend to promote their products.

**DECLINING AN AFFILIATE** It's ok to decline an Affiliate - and totally within your right. Do create an automated decline email within your account (My Account > Edit Settings). Be sure to include your contact information should the affiliate have any questions regarding the decline.