



ATTRIBUTION & SEGMENTATION

Affiliate programs are not a one-size-fits-all setup. Utilizing the ShareASale tracking technology, Merchants can segment groups of Affiliates and setup rules to commission them differently. This document will discuss segmentation and attribution best practices.

PART 1: SEGMENTATION

CATEGORIZE AFFILIATES BY TAG

This is the first and most critical step in developing an affiliate program with custom, rule-based commissions. Below are a few popular strategies for segmenting Affiliates by tags. Tags are a way of segmenting, grouping and categorizing your Affiliates. Tags make it easy to track the trends of specific Affiliate groups, deliver targeted content and setup certain rule-based commissions.

EXAMPLE STRATEGY	CONFERENCE MANAGEMENT	PERFORMANCE MANAGEMENT	PROMOTIONAL METHODS	VIOLATION MANAGEMENT	STORES MANAGEMENT*
SAMPLE TAGS	ASW2014	TOP-PERFORMER	MOMMYBLOGGER	STRIKE1-COUPON	MYSTORE-1
	BLOGGER2014	VIPS	COUPONER	STRIKE3-PPC	MYSTORE-2
	MEETUP-OCT14	TOP-GAINER	PPC AFFILIATE	STRIKE1-TWITTER	MYSTORE-3

*Applicable for merchants using ShareASale Stores Connect.

PART 2A: ATTRIBUTION

SETTING UP RULES AND CUSTOM COMMISSIONS

With 'Part 1: Segmentation' complete, Merchants can utilize tags to send newsletters, assign creatives, create coupons and most importantly setup rule-based commissions (as discussed below) ... all by a specific tag!

AUTO TAGGING AND SIGN UP SOURCE RULES

Affiliate Recruitment is one of the most important aspects of any affiliate program. To better organize recruitment campaigns, Merchants can setup their co-branded page link to automatically tag Affiliates who join from a specific signup source. To enable this feature, follow the steps in the blue box below.

AUTO-TAG EXAMPLE

- 1 CREATE A NEW TAG NAMED:** SIGNUP FROM - XXXX
- 2 APPEND** &source= variable to end of co-branded page link
- 3 ADD YOUR NEW TAG AFTER THE** &source= variable

YOUR NEW LINK!

<http://shareasale.com/shareasale.cfm?merchantID=XXXX&source=Newsletter08-14>

STANDARD CO-BRANDED PAGE LINK

+

VARIABLE

+

DESIRED TAG

A LITTLE INSIGHT

Once the tag is created, Merchants can setup, in advance, a performance bonus specifically for these new Affiliates tagged with "SIGNUP FROM - Newsletter0814". The rule will automatically fire if the affiliate reaches the specified performance incentive or goal.



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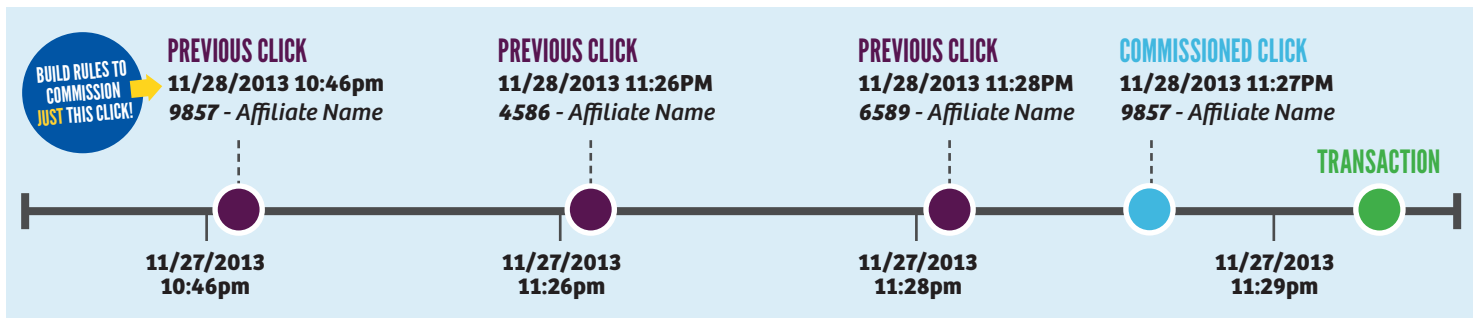
Rule-based commissions can help Merchants create a unique, valuable and highly targeted program. A handful of rule-based commissions structures are discussed in this document, but many more combinations are available in the Manage Advanced Commissions section of your account.

PART 2B: ATTRIBUTION



CLICK-STREAM BASED RULES

Not every sale involves one click and one Affiliate. The clickstream Report allows you to view recent clicks that a consumer made prior to the purchase. Rule-based commissions can be setup utilizing the timestamp data in this report.



SEGEMENTATION & ATTRIBUTION BEHAVIOR

Utilizing the clickstream data, Merchants also have the ability to segment Affiliates by behavior. For example, a Merchant could setup a rule to attribute a specific commission to Affiliates who send a transaction outside of three minutes.

A LITTLE INSIGHT

In the clickstream report above, we see that this consumer visited multiple Affiliate sites prior to purchasing; and that there was a late flurry of clicks on affiliate sites within just a few minutes of the purchase. This could indicate a quick search for coupons or deals.

PART 3: MOTIVATION

Use segmentation (tags) and attribution (rule-based commission) to drive your affiliates to work a little harder—and do more for your affiliate program. Affiliates respond better to actively managed programs with regular incentives.



FOR RECRUITMENT

Good Affiliates are constantly bombarded to join new programs. Ensure your recruitment efforts make them stop and listen (or read). You can setup rule-based commission or flat rate bonuses based on sign up source parameters and performance metrics.



FOR COUPONERS

Coupon Affiliates drive a lot of traffic, sometimes it's easy traffic, but it's still traffic. Motivate them to do more! Setting a coupon Affiliate to 2% is not an effective strategy. Instead, offer a higher commission for utilizing a specific banner or based on their click stream data.



FOR NEW CUSTOMERS

What's a new customer worth to you? Incentivize your affiliates to drive new traffic and new consumers to your retail site. You can utilize rule-based commission to offer a flat rate bonus or percentage bonus to any affiliate who drives a new customer sale.