

# SHAREASALE

## BEST PRACTICES: AFFILIATE APPLICATIONS

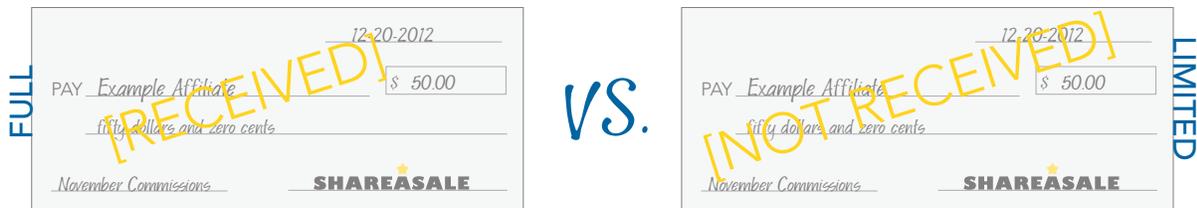
There are many different types of affiliates within the ShareASale Network - Niche Bloggers, Coupon Aggregators, Shopping Comparison Sites, etc. Merchants have the option of approving and declining any affiliate that applies - here are a few best practices on reviewing those applications:

### THINGS TO CONSIDER WHEN APPROVING AFFILIATES

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

### AFFILIATE MEMBERSHIP LEVEL: FULL OR LIMITED

If an affiliate is at a full status, you know they have had at least some activity within the network. A limited membership could simply indicate a new addition to the network or a less active affiliate. Limited membership might warrant a more comprehensive review.



### AFFILIATE FEEDBACK: 12 FEEDBACK RECORDS // TOTAL SCORE 2

Be sure to look at the feedback that other merchants have left for a particular affiliate. There are often responses back from the affiliate so you can see if the situation was resolved. 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.

### THINGS TO REMEMBER

- NON-US AFFILIATES ARE OKAY:** 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.
- CURIOUS? 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.