

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.