

THE RISE OF TAGS

Tags help segment and organize your Affiliate List, but how are people using them? Before you start tagging, take a moment to develop a strategy around the different tags. What is unique or important to your specific Affiliate program?

HOW ARE MERCHANTS TAGGING

STRATEGY	TAGS
CONFERENCE MANAGEMENT	ASW 2014 → BLOGGER 2014 → MEETUP-OCT2014 →
PERFORMANCE MANAGEMENT	TOP PERFORMER '14 → VIPS → TOP GAINERS '14 →
PROMOTIONAL METHODS	MOMMYBLOGGER → COUPON/DEAL → PPC AFFILIATE →
VIOLATION MANAGEMENT	STRIKE 2-COUPON → STRIKE 1-PPC → STRIKE 1-TWITTER →
STORES MANAGEMENT*	SAMPLESTORE1 → SAMPLESTORE2 → SAMPLESTORE3 →

*Applicable for merchants using ShareASale Stores Connect.

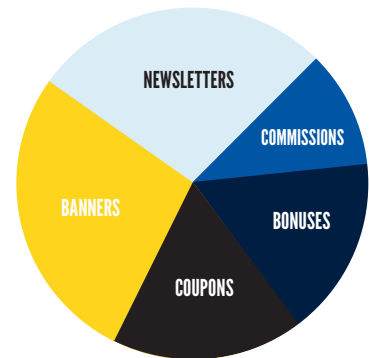
TAG TYPE RATIO



POPULAR TOOLS USED WITH TAGS

TOOLS	TAG TYPES
NEWSLETTERS	PROMOTIONAL → PERFORMANCE → CONFERENCE →
BANNERS	STORES → PROMOTIONAL → PERFORMANCE →
COUPONS	PROMOTIONAL → PERFORMANCE → CONFERENCE →
COMMISSIONS	VIOLATION → PERFORMANCE → PROMOTIONAL →
BONUSES	PERFORMANCE → CONFERENCE → PROMOTIONAL →

TOOL RATIO



AWESOME BONUS CAMPAIGNS YOU SHOULD TRY

TO ACTIVATE AFFILIATES	TO MOTIVATE COUPON AFFILIATES	TO RECRUIT AFFILIATES	TO REWARD AFFILIATES
\$50 First Sale Bonus + \$10 Bonus on the Next Five Sales.	\$5 Bonus for New Customer Sales.	Additional 2% Commission Through the End of the Year.	Double Commission for the Next 2 Months