

# Case Studies in Successful Affiliate Management: Learning from the Pros



***MAXREV.AI***



# Who are you?

Stefan “Affpal” Muehlbauer

- 14 years in Affiliate Management
- More than 100 speeches and panels
- Over 200 hired, trained and managed Affiliate Managers
- Consultant, Author, Content Creator



**MAXREV.AI**

# Case Study

AI POWERED IGAMING AFFILIATE NETWORK  
Consultancy project for a few month

Objective: scaling a no name affiliate from  
Zero to Hero!

Result: From 2k monthly to 70k within 9  
months



# The start

-Identify Affiliate that is willing to work close with program

Found at Tiktok.

-Youngsters that run a “get rich” channel

-Premium Telegram Group with Betting

-1 Offer fits all - or maybe not?

-Start in November with 2000 € payout over all for paid traffic

-Random ads



# Lets fix that

- Test shows no offers for AT.
- Offer only working in DE
  
- Integration of Smartlink solution to cover all GEOs
- Funnel optimisation due to inhouse Mediabuying knowledge

First result: from 2k to 10k



**AFFPAL  
CONSULTING**

# Enter: Affpal

- Integration of Maxmind for better Traffic routing
- Change of Ads: Test which videos go viral and use them as ads
- Change of Cloaker & Safepage provider
- Usage of Tracker for optimised Mediabuying

# To the moon

Cashflow optimization:

- Prepayment to adaccounts that are funded and owned by Maxrev.
- 0 Risk for network/advertiser
- Difference is paid out to affiliate direct.
- Integration of Crypto Payments

Extra monetization:

- Joining the community requires email address.
- Found iGaming friendly mailing provide.
- Using of the list as additional sales channel. - Currently only on the smartlink.

In the meantime: 70k payout monthly



# Key take aways

Dont ask for more traffic: Ask what I can do to help you to increase volume

Affiliates, usually want to focus on what they know best and don't loose time

Nearly every small partner that is motivated can be scaled to a valuable affiliate





# Best Practice for Affiliate Manager

- Focus on Instant messenger connections especially on shows
- Never start a conversation without adding what you want
- Keep all promises with the help of a CRM
- Never recommend anything without knowing all details
- Communicate crystal clear to avoid confusion
- Social Selling beats nowadays often classical sales



# Best Practice for Programs

- Affiliates are the main inspiration for novelties
- Payment terms are often the main decision for an affiliate to work with you
- Provide monetary incentives to individual affiliates and gadgets/experiences for employees
- Quality over Quantity partners
- Use employee branding



# Let's stay in Touch



# The Book

