Vision 2030

The Future of Affiliate Management

AFFJOBS

AFFPAL CONSULTING

CatStats

MASTERS IN CASH.COM

You used a Crystalball? No!

- Change in Recruitment:
  Job openings, Job descriptions
- Surveys on Social Media
- Trends on Conferences and in Content Creation
- Painpoints in Consultancy of Programs/Networks
- Data Analytics Experts Witanalyitca
- Own Affiliate Management Routine at Masters in Cash
- And of course - AI

Why this topic?

- Technical Innovations - AI, Big Data, SaaS
- Change of the role of Affiliate Manager - Less Grunt Work
- Change of the role of the program/network - Tech/Data company
- Lack of available informations for Affiliate Management Trends
- Support with Long Term planning - Think Strategic with innovations

Role of the Affiliate Manager

Self Education

-Tier 2. Skills:
API, Regulations,
Project Management, Tracking
-Self Educaction:
Ways of Work, Communication,
Adapting from other verticals
-Market Knowledge

Data Maintainance

-CRM System with opportunity
Datamining
-History of performance
-Knowledge of Affiliate

Individual Management

-Custom Deals
-Custom Contests
-Custom Payouts
-Improvements of
Offers & Landers as USP

More Service - Less Sales

The Role of the Program/Network

Market

-Knowledge Pool
-Cooperation with Competitors
(Cascading & Monetization)
-Inhouse Affiliate to test funnels,
products and test competition
-Looking outside of own vertical

Service

-Campaign Funding
(Adaccounts)
-Custom Promotools,
Offers, Setups
-Content
-Affiliate Education

Data

-User Acceptance
-Profit Prediction
-User Journey insights
-Silver Plate for Affiliates

Shift to external providers

Automatization

Offers

- Cap Approval - based on success prediction
- Offer Suggestions based on Algorithm
- Payment adjustments per SUB ID
- API Offer Update

Management

- Alerts with configurable triggers
- Mass Report automatization
- Mass Editing over entry point API

Lets be Data Informed

- Role Specific Dashboards - AM, Advertiser Manager, Teamlead, Executive
- Campaign Performance - CR vs. ePC vs. ROI
- Trends - Network Health, Offer Fatigue. Individual Affiliates, Advertisers
- Datamining for finding golden Nuggets

AI - Hype or Real Deal?

- Lead Acceptance -
  Evaluation of incoming leads
- Quality prediction -
  Forecast Affiliate Performance
- Fraud Control -
  Spot paterns over multiple sources
- Outreach - Targeted based on Data
- Glitch Detection -
  Identify issues before they escalate
- AI supported Promotools
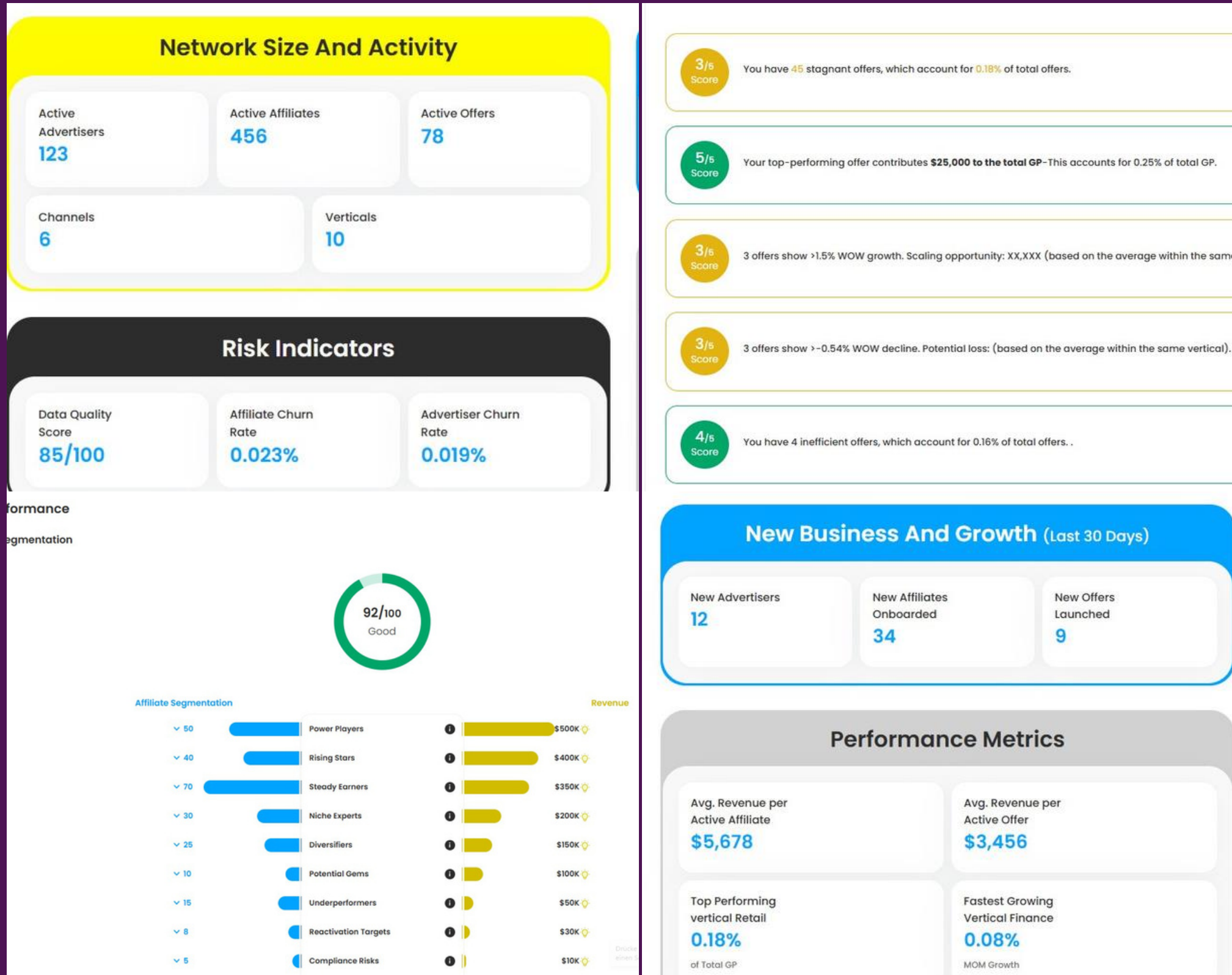- Optimise ARPU with
  suggestions based on user behaivor

Data SaaS - Catstats.ai

- Identifying problems in compliance, traffic, and performance drop in 1 dashboard.
- Find opportunities for scaling your program without investing time in Data Analytics.
- Save up to 95% of the costs compared to an internal team.
- Receive automatic alarms and recommendations for everything happening in your program, including monitoring of your team.
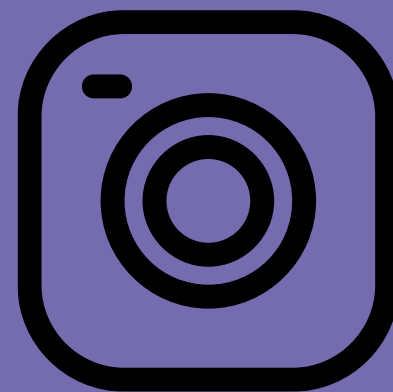
Here are some predictions

Vision 2030

- Merging Data between Affiliates, Networks, Advertisers
- Real Time offer and promo material optimisation
- Micro Targeting
- Instant Affiliate Payouts over Smart Contracts
- Unified education Standards

Lets Stay in Touch

/affpal

BEST PRACTICE FROM 14 YEARS & MORE THAN 250 CONFERENCES

LEARN THE BEST METHODS FOR AFFILIATE MANAGEMENT

S T E F A N „ A F F P A L " M U E H L B A U E R

Affiliate Management Basics

How to become an elite Manager

For Newbies, For Experts For Teamleaders

ALL TERMS EXPLAINED

AFFILIATE MANAGEMENT
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