

Analyzing Affiliate Program Payouts and Performance

While this might seem like an easy thing to do live me reassure you that it isn't, in order to choose the right affiliate program and payout structure you need to consider the conversion how well the sponsors landing page is converting according to the type of traffic which is being sent by other affiliates, in order to get this information it is important that you get in touch with your affiliate manager who will be able to give you some inside information, even if he or she doesn't want to disclose this info try to get it at any cost because this will save you time and money which you might spend on this in systems such as pay per click (PPC)

The fact that a program offers \$45 per sign-up doesn't mean that it is the best one to choose, you might be surprised at conversion ratios that other programs have and they usually pay a lot less (three dollars per action or so) -- before choosing an Internet affiliate program you need to know what type of traffic you have, you need to define your creative and set yourself realistic goals for instance, if you have a website which has been optimized organically then you might have good traffic coming from the search engines.

If this is a case you might want to get a list of relevant programs which promote deals for products that are of interest to your readers and visitors, in other words, don't try to promote a DVD related offer if your website offers psychological advice because it just doesn't make sense and is very likely that you will have no conversions regardless of the amount of traffic that you send.

In addition, you might also want to take advantage of affiliate networks which offer conversion statistics, projections and estimates according to the type of traffic and creative they are running, a good sample is CJ. Regardless of the program that you choose make sure you don't take the figures provided by your sponsor too seriously because their goal is to get as much traffic as possible to their landing pages, so make sure you run your own tests and see what for converts better with your traffic.

About the Author

ColdCallHell.com offers a wide range of daily updated [articles about marketing](#) and online business. To learn more and get great [internet marketing tips](#) visit our website today!

Source: <http://www.howidefeated.com>