

Affiliate Program

What is Affiliate Program?

Affiliate programs account for a significant portion of the millions of dollars transacted on websites around the world. This is an extremely effective web-marketing strategy.

How an Affiliate Program Works

The working logic of an affiliate program is quite simple: the affiliate indicates a visitor to the site. If that visitor makes a purchase, a commission is credited to the affiliate account as payment for the nomination. Software installed next to the shopping cart is responsible for tracing the affiliate who made the referral, calculating the commissions due and generating reports for both the merchant and the affiliate. The crawl is based on "cookies" that are installed on the visitor's machine as soon as it clicks on the targeted links to the virtual store.

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