AFFILIATE MARKETING COMPANY USES ANODOT TO PROACTIVELY MANAGE 1,000S OF FAST-MOVING ACCOUNTS

Case Study
AdTech

Challenge: While managing tens of thousands of affiliates who produce millions of pieces of content, the company found it difficult to monitor business and technical incidents impacting their and their affiliates' bottom line.

Solution: With Anodot, the company can monitor all their accounts and data in real time and quickly diagnose changes in the marketplace. By taking a more proactive stance towards account management and technical support, the company is building even stronger relationships with their affiliates and partner brands.

This company runs an affiliate network that has over time comprised more than 200,000 members. In addition to providing generous commissions and lifetime cookies, the company's support is regarded as among the best in the industry and that has helped foster an active, loyal community.

AN AFFILIATE NETWORK BUILT ON TRUST

Founded more than 15 years ago, this long-standing affiliate network markets health, fitness and beauty products, with a focus on supplements. They favor margin over range, and while they work with a limited number of products they offer between 30-80 percent commission per sale – which is considered high in the affiliate industry. They also help support affiliates through lifetime cookies, so that a sale can be attributed to a member's site no matter how long after the customer's initial visit.

24,000+
active affiliates in network

30-80%
average commission paid per offer

$17K
commission paid to top affiliate over sample week

Affiliates don't usually start out with website or marketing experience, so the company puts an emphasis on personalized service and technical support. Each affiliate is assigned a mentor, who helps them create their website and blog, promote their brands and build a following. They also promote transparency by keeping sales stats listed on their site and sending members charts ranking their performance against their peers.

Active affiliates, who usually make a full-time job of it, bring in thousands of dollars each week. Their highest-earning members see five-digit commissions on average each week. Over time, the company has built a loyal community that actively participates in their online forum and publishes millions of pieces of content.

MANUAL MONITORING ALLOWED TIME FOR INCIDENTS TO ESCALATE

The company's marketplace is a dynamic one and their metrics extensive.

On a macro level, their business is influenced by factors such as changes in search engine algorithms and third-party trends. On the micro level, changes in affiliate accounts could signal they've changed their promotions and

may be switching to a competitor. They track metrics such as clicks conversion rates, number of sales actions, average commission, cost per click, earnings per click, return on ad spend, chargeback rate or reversed sales rate and percent of active affiliates.

"We really need to have our fingers on the pulse for all those moving parts."

However, the tools he and his team were using had them set thresholds manually

"We had retrospective alerts, like if sales dropped by certain percentages. We had systems in place that kind of had us looking in the rearview mirror, according to the CEO. "But we didn't have anything that could spot things before they'd happened."

ANODOT ENABLES REAL-TIME MONITORING & RESOLUTION

With the real-time analysis from Anodot, employees spend less time monitoring and can instead focus on serving their affiliates.

"What we like about Anodot is that it analyzes all our data, and it brings up anomalies before

we're even aware of them. It allows our account managers to spot things quickly, and then act on those a lot quicker than we could if we were waiting for somebody to notice it."

The CEO said that he's seeing a noticeable difference in the way they manage accounts. Whereas previously, if an affiliate started promoting a competitor's product, it was often the brand owner who approached them about the issue. With Anodot, he says they are noticing changes instantly and can "go and do some proactive firefighting, rather than reactive." The founder says because Anodot lowers time to detection, they're able to resolve issues much more quickly, before they escalate.

Having Anodot monitor their metrics autonomously has also freed up the team's time to focus on what's helped drive their success – affiliate support. And they have used Anodot's technical insights to further enrich that support. Anodot alerts them to revenue drops as they're happening, and the team uses those insights to inform affiliates of website and API outages – saving the affiliate and this company from further revenue loss.

The CEO is also using Anodot on a macro level, to understand industry trends or how the latest Google algorithm update is

impacting affiliate traffic and conversion rates.

And whether macro or micro, the CEO says Anodot's insights are giving his company and its network a stronger competitive advantage. macro or micro, Slack thinks Anodot's insights are giving MoreNiche and its network a stronger competitive advantage.

> **An affiliate's website was down, and we were able to spot that [with Anodot], which we would never have spotted before ... Anodot can just detect those changes in traffic and transactions automatically. It would require a lot of work otherwise to get that same data.**
>
> **– Company CEO**