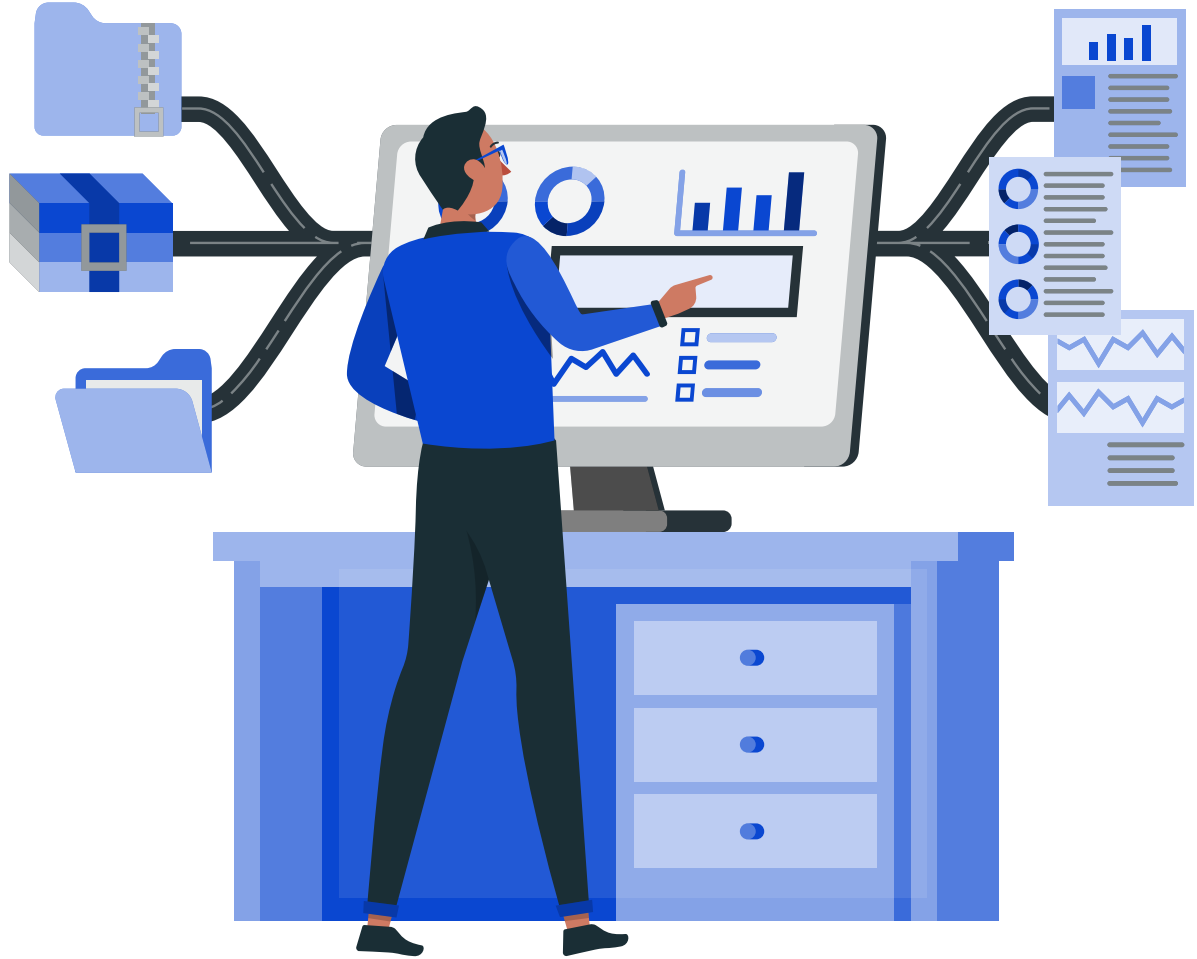




# PICK THE RIGHT AFFILIATE SOFTWARE FOR YOUR BUSINESS





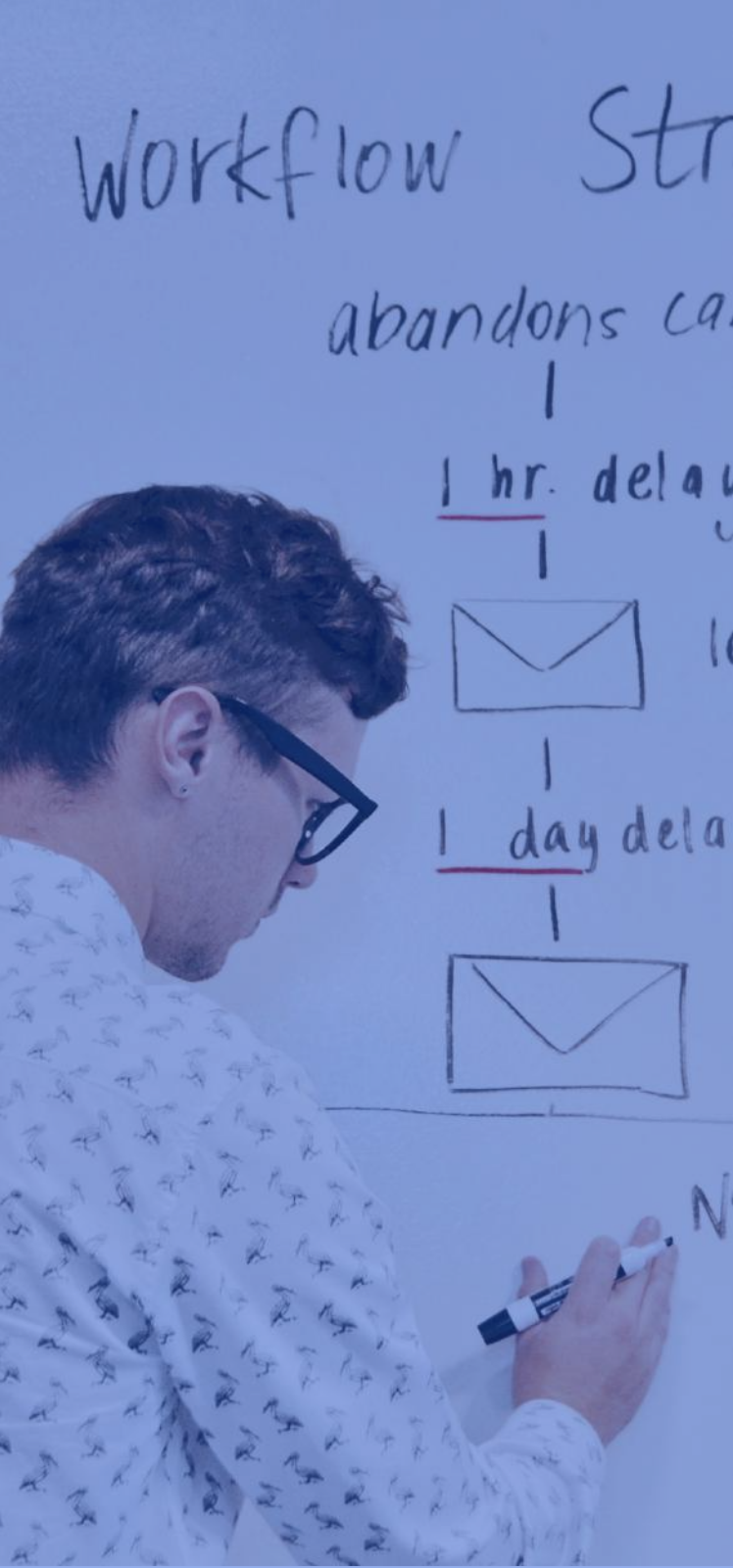
## PREFACE

Opting for affiliate software that's the right fit for your company can feel overwhelming. With so numerous options at different price points offering varying point sets, it can be a challenge to pick the best one for your business.

The guide is divided into 3 parts to help you pick the best affiliate software for yourself. First I'm going to ask you to **DEFINE YOUR OBJECTIVE**. Then, I'll speak about some of the result oriented **FEATURES TO LOOK OUT FOR**. Also, I'll tell you how you can promote your business using our exclusive Trackier Performance Marketing Software. Eventually, I'll **SUMMARIZE** the main points and answer any questions you may have.

Remember the wrong result can be a precious, time-consuming mistake, so don't settle for a result that's affordable, inferior, or doesn't meet your requirements.

The following provides a guideline for how to estimate affiliate software results and elect the one that meets your conditions, similar to erecting strong Hookups and maximizing profitability.



## DEFINE YOUR OBJECTIVE

Companies can benefit from implementing affiliate software, especially those who have an affiliate program should use affiliate software.

Indeed, it has more benefits than said but first identify your objectives – what are you trying to accomplish with an affiliate software solution? Then, jot down and prioritize these goals:

1. _____
2. _____
3. _____

### EXAMPLE GOALS:

We need an affiliate software to

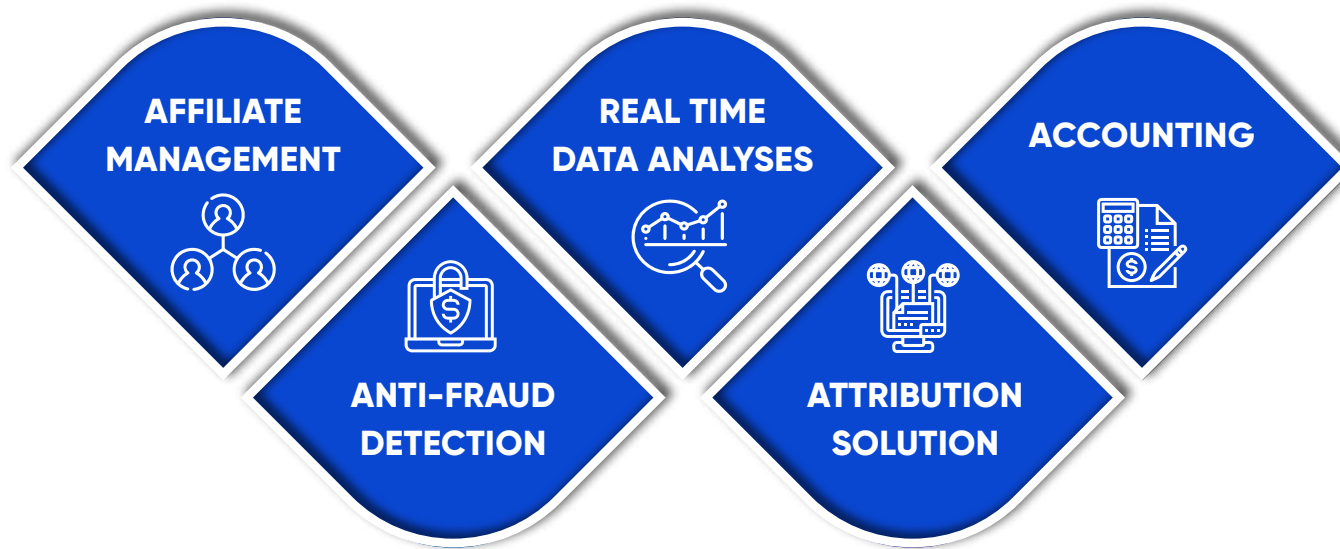
- Scale my affiliate marketing program and earn more
- Streamline the campaign management process to save valuable time and resources, including complying with evolving security and privacy regulations
- Gain easy access to accurate, real-time data and performance marketing insights
- Optimize my campaigns for improved performance
- Enhance my fraud protection



# FEATURES TO LOOK OUT FOR IN YOUR PREFERRED AFFILIATE SOFTWARE

The right affiliate marketing software enables you to create, automate, measure, and optimize all your marketing campaigns on one platform while providing you with actionable analytics so you can make better marketing decisions.

Now when you have defined your goals already, check how product features map back to help you accomplish them. Leverage the checklist below to ensure the affiliate marketing software you choose delivers the capabilities that meet your needs today and moving forward.





## A ) AFFILIATE MANAGEMENT

A right affiliate software helps you get real-time insights into your campaign and partner performance

- Customize your alerts and set up unique commission structures to compensate partners.
- Monetize your traffic in real-time by setting up custom targeting parameters such as location, device, etc.
- Get reliable 24\*7 customer support and a dedicated Client Success Manager.
- Recognize revenue-impacting fraud and overcome it with the help of pixel whitelisting.
- Capture unusual campaign behavior and unrealistic conversion timeframe thresholds.
- Secure your privacy with our GDPR efforts.

## B ) REAL TIME DATA ANALYSES

How good will that be when you get the access to using a software that provides real time data assessment and accelerate your growth with our Smart Optimize feature

- Break down performance from each placement through our drill-down analytics.
- Track engagement events driven by your partners.
- Analyze conversion timing, variance reports, click level details.
- View performance across any metric: CPC, Events, Avg. Sale Value, etc.



## C ) ACCOUNTING

Managing partner payment terms and paying on time is imperative for maintaining smooth relationships with your affiliate partners. So, look for a platform that provides the following functionality:

- Track the status of payments and invoices, and store partner billing and payment details.
- Reconcile payable actions across partners and keep a record of referral commissions owed.
- Seamlessly incorporates integrations with global payables automation platforms

## D ) ANTI-FRAUD DETECTION

The efficient affiliate softwares has an inbuilt real-time fraud prevention works through in-app fraud rules, and post-attribution fraud detection.

- Identify bots and protect yourself from attribution fraud with advanced in-app & CPA protection.
- Identify abnormal behavior patterns in partners to identify fraud and put a stop to it.



## E ) ATTRIBUTION SOLUTION

The efficient affiliate softwares has an inbuilt real-time fraud prevention works through in app fraud rules, and post-attribution fraud detection.

- Accumulate first-party data across all paid, earned, and owned digital marketing channels.
- Get data from affiliates, displays, emails, searches, organic and more channels.
- Customize alerts, and get granular data to optimize your campaign performance.

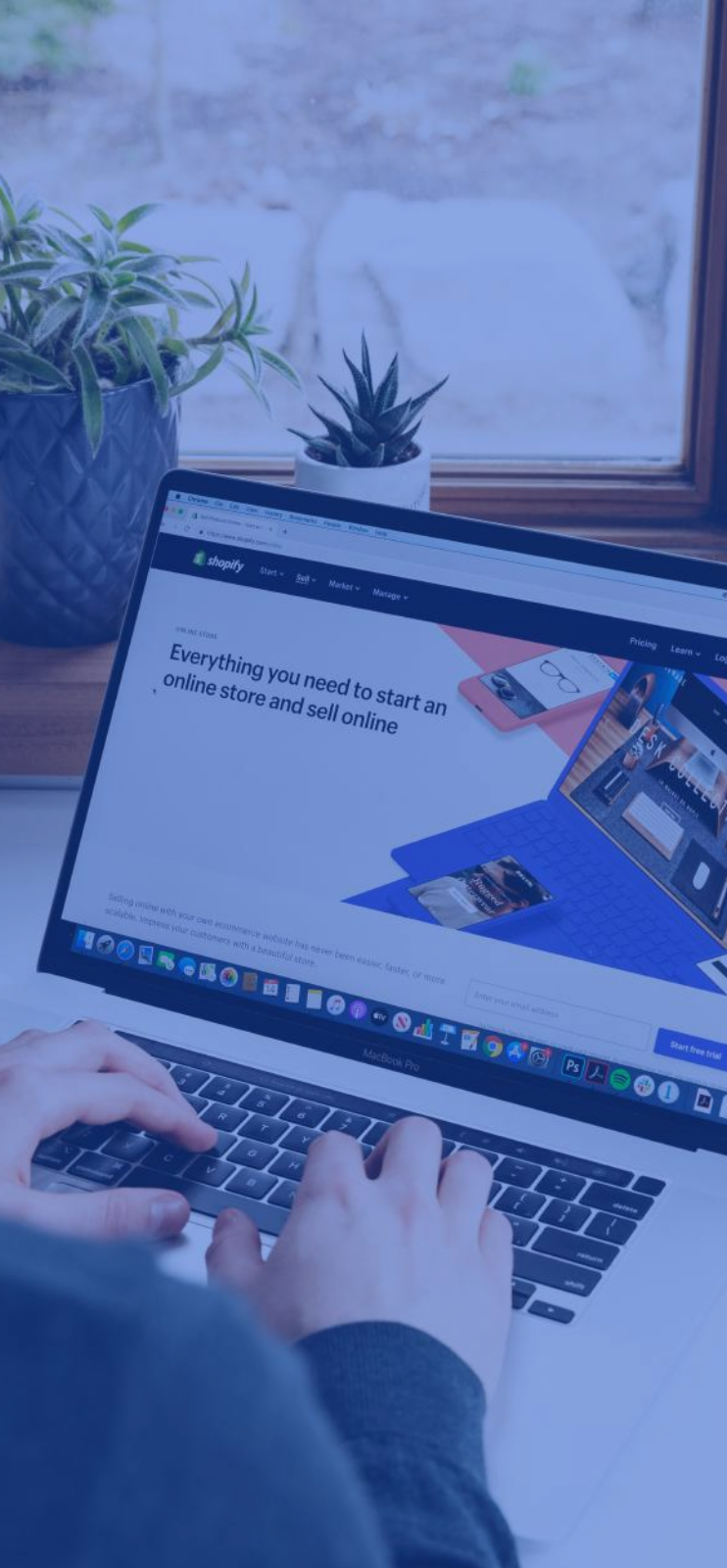
## COMPARE ALL THE OPTIONS AVAILABLE

When your element necessities are delineated, it's vital to explore and assess more than one stage. A next to each other item correlation can give a supportive setting in which functionalities and advantages you genuinely need and need.

Then contemplate different particulars that your affiliate management software ought to have the option to give:

1. _____
2. _____
3. _____





## INSTANCES OF EXPLICIT FEATURES

**ORGANIZATION DEPENDABILITY:** -----  
Pick an affiliate software responsible for the long haul by exploring the organization's set of experiences, including speculations and other monetary data.

**SOFTWARE ADAPTABILITY AND UNWAVERING QUALITY:** -----  
Ensure the partner programming supplier lines up with your development plans via consistently taking care of expanding traffic volumes without compromising the exactness of the information.

**NEW INCOME OPEN DOORS:** -----  
Unlock extra income by creating open doors like lead dispersion.

**MULTI-CHANNEL CAPACITIES:** -----  
Unify execution by getting to estimation across numerous advanced channels.





# WHY CHOOSE US?

## WHY CHOOSE TRACKIER?

- Easy integrations with over 100+ Ad Networks with 2 way API to fetch campaign details from your advertisers to Trackier.
- Effectively optimize your campaigns & block the sources that are not maintaining the right CR.
- Track and keep hourly reports of your campaigns to better understand your hours of conversion.
- Enjoy customer-friendly conversion based pricing models.
- Eliminate new and known forms of click/install fraud with our machine learning and behavioral analysis fraud prevention tool.
- Use extremely customer friendly & customizable dashboards with multiple colors & widgets to choose from.

To learn more about [Trackier's Performance Marketing Software](#) or to [request a free demo](#), feel free to visit [www.trackier.com](http://www.trackier.com).