

October- December 2014 Press Highlights

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by Administrator

Posted on 10.01.2014

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By Matt Swan

To make an **affiliate marketing** initiative profitable, advertisers need to step outside traditional formats and channels and put product feeds to work.

Feeds are simply data files (typically in an XML format and developed by an advertiser) that enable affiliate publishers to present information about an advertiser or merchant's product inventory within their own website or application. Rather than manually entering/updating information, data feeds contain all the details publishers require to keep sites current. So, what do you, as an advertiser or publisher, need to know to get started using this powerful format?

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Feed Details in Focus

Feed requirements often vary depending on the sector, and the more advertisers and affiliates who know about how they are being used, the better off they will be when their own data-feed initiatives begin.

There is a significant need for ...

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The top 10 trends in affiliate marketing for 2015 / Affiliate Window

by [Will Corry](#) on November 20, 2014 in [Advertising](#), [Apps](#), [Ecommerce](#), [Email Marketing](#), [Facebook](#), [featured item](#), [Google](#), [iPhone](#), [Lead Article](#), [LinkedIn](#), [Metrics](#), [Mobile](#), [Mobile Marketing](#), [Mobile/Tablet](#), [Online Advertising](#), [Online Video](#), [Pinterest](#), [Research](#), [Retail](#), [Retail News](#), [Social Media](#), [Twitter](#)

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Affiliate Window have sent us their latest research. They say

We've just [released our latest white paper](#) looking at the top 10 trends in affiliate marketing for 2015 featuring lots of data/stats, industry opinions, and projections.

[DOWNLOAD NOW](#) 10 Affiliate Marketing Trends For 2015

Written by [Lisa Chaikin](#) on November 20, 2014. Posted in [White Papers](#)

Every year Affiliate Window compiles a list of the top themes and trends set to shape the affiliate agenda over the next 12 months.

The Strategy Team's [latest whitepaper](#) is comprised of ten topics that paint a picture of the evolution of the industry. Identifying developments that we believe may slowly alter perceptions, and therefore approach, or build upon the knowledge of certain quarters of the affiliate eco-system, growing the overall scope and reach.

"Expert opinion from across the affiliate spectrum"

The list is by no means comprehensive but we take a series of themes that we know will be high priority for the network. We also use the opportunity to cover some more radical ideas and scenarios that could transform areas of the industry.

We want this [whitepaper](#) to stimulate debate as well as draw upon expert opinion from across the affiliate spectrum, so alongside our input you'll also find commentary from some of the companies we work with. Thanks to each of them for their contributions.

We hope you enjoy the themes we identify and they help shape your perceptions of a channel that, for many, sits at a crossroads. Your opinions may differ and we're happy to be challenged on how we can continue to help shape the affiliate agenda in 2015.

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If the Schuh Fits - Schuh consolidates programme exclusively to Affiliate Window

10th November 2014 [Print](#) | [Email](#) | [Share](#)



Schuh, a leading retailer of independent fashion footwear in the UK, has consolidated their performance marketing programme from Rakuten Linkshare to partner exclusively with global performance network, Affiliate

Window.

Since opening its first store in 1981, Schuh has grown significantly and now operates a retail network of stores over the UK and Republic of Ireland. Performance marketing is an integral aspect of Schuh's overall digital marketing strategy, and the brand is planning to leverage Affiliate Window for an affiliate recruitment drive.

"We really value our relationship with our third party partners" explains Ross Bowers, Affiliate Manager for Schuh. "We have always seen great results with our relationship with Affiliate Window and we couldn't be more thrilled to be entering an exclusive partnership."

Anthony Clements, UK Country Manager at Affiliate Window comments: "We are thrilled that Schuh has chosen to move their programme exclusively to Affiliate Window, adding to our portfolio of top UK fashion brands. The consolidation demonstrates the benefits our network can offer through partner reach, technology including cross-device tracking, and dedicated account management. We look forward to helping Schuh drive performance marketing success across the UK and Irish territories."

Recent stats from Affiliate Window revealed that 30% of sales start on one device yet finish on another, revealing the importance of the cross-device customer journey. Schuh has recently launched a fully responsive redesign of their site, offering the same user experience regardless of what device they are using which will prove valuable for publishers promoting the brand.

For more information, visit affiliatewindow.com.

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What to Expect in the Affiliate Space in 2015

By [Matt Swain](#)

Published on 12/31/2014

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MAKING LIFE EASIER FOR AFFILIATES

Affiliate marketing is a simple concept but one that is often over complicated by those working in the industry. Numerous acronyms, unintuitive interfaces and failing to adequately display program information in an easily accessible way are all contributing to this. The assumption is that affiliates are savvy enough to navigate the maze to simply pick up their links and start generating sales. While many are, we need to simplify this process for the rest.

Making life easier for affiliates shouldn't be a difficult concept for anyone to grasp and should be front of mind of any network, agency or third party tracking solution, but as we approach 2015, affiliates still struggle with performing what should be simple tasks, holding back affiliates that just want to get on board and start making sales as quickly as possible.

In 2015, affiliate marketing companies need to become better enablers, making it easy for longtail affiliates to integrate not just links but video and other creative within their content. Plug and play reduce the perceived or actual problems associated with the integration of affiliate links and therefore makes the conversion easier when talking to new affiliates.

Ultimately there is no need to be constantly navigating an affiliate interface; trackable affiliate links should be able to be created by those who have very limited technical skills at the click of a button. Only then can we really start to harness the creativity of longtail affiliates or publishers that traditionally sit outside of the affiliate channel.

DEMONSTRATING AFFILIATE VALUE THROUGH DATA

With an increasing amount of advertiser spend being allocated to the affiliate channel, it is inevitable for greater challenges to come with this, it is becoming increasingly important to demonstrate value through data insights and this is only going to accelerate further in 2015.

Advertisers are using affiliate data in a number of ways. Whether this is to benchmark their performance against their competitors, understand the value of affiliate partners or uncover additional consumer trends. Data analysis will have an increasing focus next year with advertisers keen to understand their programs in greater detail. While advertisers are able to provide reporting as a standard, a greater emphasis will be placed on bespoke reporting which sits outside of the traditional reporting interface. With different advertisers having different KPIs, their needs will vary greatly. Typically advertisers have used this data to understand their performance, next year they will increasingly be using this data to shape their affiliate programs. By understanding the partners that are able to generate the most profitable customers, they can focus their activity on growing these partners and rewarding them for the value they provide.

NEW COMMERCIAL MODELS EMERGING

This ties into the previous point. With greater understanding of the channel and performance of individual programs being the focus of increased data analysis, new business models will emerge.

One of the key areas for this is looking at additional ways to reward publishers for their involvement earlier in the customer journey. A significant focus for the network over the past year has been to look at the role of influencers. Being a channel that has been groomed on the last click, publishers that have focused on conversions have inevitably been successful in closing sales and earning a commission. What has long been neglected is the role that publishers can play in the earlier parts of the customer journey. The sites that are geared to generate the initial interest, those that influence the sale.

Extensive reporting has allowed us to work closely with publishers to demonstrate their value beyond simply converting a sale. There is value to be had from publishers that have high influence, sources and new commercial models are helping to reward this additional value.

This is something that we can expect to see more of across the channel in 2015.

2015 WILL NOT BE THE YEAR OF MOBILE

For a number of years now many people have spoken about the year of mobile. We can confidently say that 2015 won't be the year of mobile as there has never been one and there will never be. There are devices and there is connectivity and we need to start thinking about how consumers interact with all of them, whether it's via smartphone, games console, tablet, laptop, PC, connected TV or wearable technology.

This is not to say that mobile commerce isn't important within the channel, far from it. As we approach 2015 more than one in three sales are being generated through a mobile device (smartphone and tablet) and customer journeys are becoming more complex and increasingly non-linear. It is about thinking how consumers are interacting with these devices. It is a natural shift in consumer behavior as devices and connectivity become increasingly advanced. Thinking of it simply as the year of mobile is short sighted and ill advised.

This is a taster of what to expect from the channel in the next year, there will be many more developments in what will be an extremely busy 2015.

About the Author: Matt Swain, Head of Business Intelligence at [Affiliate Window](#)

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