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Affiliate Window launches offline voucher solution

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Global performance network, Affiliate Window has partnered with card-linking platform, Birdback to introduce its offline voucher solution, StoreWindow.

StoreWindow allows online retailers to reward its customers for purchases made in-store by allowing publishers to promote these offers on their website.

Customers can register in-store cashback programmes, voucher, and loyalty schemes directly to their payment cards. Once they see an offer they like, they enter their card details and automatically receive a discount when purchasing from that retailer in-store. These 'card-linked' offers provide a simple way of rewarding customers, encouraging loyalty and gaining better insights into consumer behaviour.

Edwyn McFarlane, Head of Publisher Services at Affiliate Window says: "StoreWindow is an innovative solution that allows retailers to set the terms of promotion (as opposed to a continuous cashback scheme). The customisation capabilities of store locations, categories and duration makes this a really powerful marketing tool. We're excited to see the potential that StoreWindow can deliver for retailers, publishers and consumers."

Nicolai Watzonig, CEO and co-founder of Birdback says: "This is the final hurdle to making card-linked offers commonplace for consumers around the world. Soon after this turning point, it won't just feel normal for customers to forget about printed discounts and loyalty cards – it'll be expected."

Luxury bedroom and home furnishings brand, Feather & Black is the first retailer on the Affiliate Window network to adopt the new StoreWindow solution. With 33 stores nationwide and a product that is often tested for comfort by customers prior to purchasing, they make a great launch partner.

StoreWindow is a great stride in helping to close the online to offline loop while encouraging upselling and providing retailers with a clear competitive advantage.

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Affiliate Window Launches New Attribution Feature to Improve Transparency

By Pippa Chambers | 6 minutes ago | Affiliate



Courtesy of manomagnini

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Performance marketing network Affiliate Window has added a new field to its advertiser performance report, allowing publishers to see exactly what impact affiliates are having, and at what stages.

The new feature, for merchants and affiliates, acts as an insightful tool, by showing the 'assists' and 'influence' factors along the attribution path.

Head of publisher services at Affiliate Window, Edwyn McFarlane, said: "The assists show multi-affiliate transactions where you weren't the last click and we define 'influence' as the sum of all last click sales and assists.

"We've also included a field for 'first click' assists in the report export, so you can see from your assists which ones were in the middle of a chain and which ones were at the start."

He also said the new tool proves that it is a myth that voucher code and cashback sites 'steal sales'.

First step

McFarlane stressed that while the hotly debated topic of attribution is talked about year after year, this is the first step in actually tackling the issue.

"We always talk about the need for transparency, especially in the affiliate channel and we want to heed our own advice and share the data we have," McFarlane said.

"Longer term, we hope advertisers open up the data for other channels so that we can show multi-channel assist data (as at the moment we only include multi-affiliate sales)."

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Nine Strategies for Distributing Your Voucher Exclusive

By Simon Hofmeister | 22 minutes ago | Affiliate, Social, Feature

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Publishers are always looking for ways to cement loyalty within their user base and securing exclusives is one very good way to do this. For that reason an exclusive is often one of the most powerful tools at an advertiser's disposal to try and ensure decent exposure and incremental orders.

However, it is not always immediately obvious what the exclusive should be or which publisher it should be run with. Even if you do know what it should be and which publisher to run it with, merely issuing an exclusive to a publisher does not guarantee that you will see the results you expect.

This article aims to bring some considerations to your attention and help you to formulate the correct strategy for distributing voucher exclusives to your affiliate base.

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Making the most of your data across the performance marketing channel



Matt Swan
Columnist

Matt Swan is a Client Strategist at Affiliate Window.

Last year we looked at how [business intelligence](#) was powering more meaningful data. With advertisers, agencies and affiliate networks having access of significant volumes of data, it is playing an even more important role in shaping strategies across the online spectrum.

One of the main benefits of online advertising is the fact that every action is trackable. It is possible to understand how much influence a piece of creative or promotional offer had upon consumer behaviour. By thinking about the metrics that are important to them, advertisers can determine how data is being captured and the insights they wish to gain. This post outlines five data points advertisers can take into consideration when analysing their campaigns.



Mobile Data

Mobile commerce has experienced a staggering increase over the past few years. One in every three transactions is now originating from a mobile device. Advertisers can analyse their mobile data to understand the devices generating traffic as well as how each device is converting.

By uncovering their peak periods it is possible to plan mobile activity more effectively. For example, mobile traffic is typically higher at weekends so mobile promotions should be scheduled to take advantage of the increase in traffic.

The impact of optimising the mobile customer journey should also be considered. Has the conversion rate increased and does it encourage customers to spend more when landing on a mobile optimised version of the site?

With the increase in mobile activity, a major challenge for advertisers is understanding the customer journey across multiple devices. Cross device tracking will play an increasingly important role in the coming years and will enable advertisers to further optimise their campaigns for cross device customer journeys.

Customer quality through publishers

The data captured allows for greater analysis of the publishers delivering high quality customers. There was a time when advertisers were purely



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Five Facts Advertisers Should Know About Affiliate Marketing

By James Dominique | 13 minutes ago | Analytics, Feature



Photo by ralaenin

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There are several key things advertisers should take note of before entering the performance channel. The below is by no means exhaustive, but highlights some of the more crucial points advertisers should consider prior to launching an affiliate programme.

1. Affiliate marketing is a long-term strategy

Firstly, affiliate marketing is not a short-term strategy and what you put into it, is what you ultimately get out of it. To fully establish an affiliate programme can take anywhere between three and twelve months. Some may think it is possible to run a successful affiliate programme spending one or two days a week on it, but I can categorically tell you that this is not possible. Working on an affiliate programme and ensuring its success is a full time job consisting of the following:

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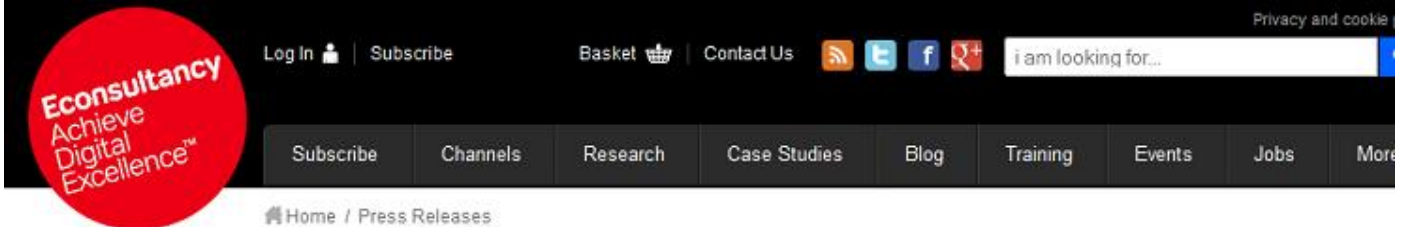
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Affiliate Window launches first 'second screen campaign' with NOW TV

Affiliate Window has successfully launched its first 'second screen campaign' for NOW TV.

In an effort to provide an enhanced viewing experience, a display campaign specifically targeted on tablets & WIFI only, ran simultaneously during TV commercials for NOW TV. The tablet display campaign was delivered in bursts for a length of three minutes and delivered during peak time slots in terms of television viewer ratings (TVRs).

Jenna Pain, NOW TV Affiliate Manager says: "We are delighted to partner with Affiliate Window in their first 'second' screen campaign. We're always looking for ways to innovate and develop the NOW TV programme beyond the traditional affiliate channels, and are excited about integrating this new form of advertising into our marketing mix. Initial results proved the campaign achieved one of the highest click-through rates we have ever experienced via the display channel".

Second screen advertising is rising with more people becoming active online during TV commercials, whether they are engaging on social networks, browsing the internet or playing games. A recent study from Millward Brown reveals that Americans are spending more time on mobile devices than watching TV. Results showed they spend 151 minutes per day on their smartphones and 147 minutes each day watching TV. In the UK, approximately 32% of the population are using multiple screens simultaneously. Mobile advertising spending is still trailing behind compared with the time spent on mobile devices, but this year it will account for nearly 25% of the total digital ad spending worldwide.

Second screen advertising is still in its infancy, but the first market researchers are showing it has a positive effect on brand and image KPIs. People remember brand messages better when delivered simultaneously on TV and online. Another positive effect is that you increase the unique reach of the TV commercial and allow people to interact with the brand straight away.

Hatice van Leeuwen, Mobile Specialist at Affiliate Window is optimistic in seeing the results from offering this new form of advertising to retailers. "It is a great way to extend our mobile offering which covers the complete customer journey from awareness to action".

For Affiliate Window press enquiries, please contact:
Affiliate Window PR Department
PR@affiliatewindow.com
0207 553 0333

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The advertisement shows a person holding a yellow sign with the text "To drive brand recall and generate leads." Below the sign is a red banner with the text "REGISTER FREE TODAY".

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Why Every New E-business Needs Affiliates

By Victoria Limpenny | 1 month ago | Affiliate, Feature



Photo by James Cridland

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Creating a new online business can be extremely time consuming, resource dependent and financially draining. However, as an e-business, aligning yourself with the affiliate channel can significantly reduce these pressures and really give you a strong foothold when starting out in the online world.

The affiliate channel is a great way for a new e-business to increase the volume of traffic to their site very quickly with minimal risk. Through a network or an agency, new e-businesses can connect to hundreds if not thousands of affiliate partners which vary from cashback and vouchercode sites to comparison and content sites. Not only does this solve the fundamental problem for a new online business of 'how do we actually get traffic in order to start generating business' it also helps to build your brand through association with reputable partners.

Working through the affiliate channel is low risk as the model enables you to only pay out when a sale is made. Essentially you are receiving a huge amount of traffic and only paying out on a conversion. This sounds like a win-win situation and something that is likely to fit in with a new e-business strategy with careful management of outgoing spend which is often a concern for a new business.

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Five Attribution Models for 2014's Customer Journey

By Matt Swan | 1 month ago | Affiliate, Feature



Photo by jwlab

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With data playing an increasing role in shaping performance marketing, advertisers are looking to become savvier with their attribution models to ensure publishers are fairly rewarded for their promotional efforts. This post looks at five attribution models that are typically implemented.

CPA

Cost per action is the standard attribution model. Where publishers are paid on the action that has taken place. This could be in terms of a fixed CPA for a purchase (typically seen in telecoms or finance), a percentage of the basket value (retail, travel etc) or a variation on a CPA such as paying for each click (CPC) or a lead to be submitted to an advertiser by filling out a form (CPL).

Each of the attribution models discussed are based on a form of paying out a CPA, taking into account the involvement of publishers in generating the desired outcome.

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Five Performance Reports You Should Be Running Weekly

By Angelo Lattuca | 2 weeks ago | Analytics, Display, Feature



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As an increased number of businesses allocate more of their advertising budgets towards online performance marketing, it becomes increasingly important for advertisers and publishers alike to optimise this channel.

Analysing the performance of affiliate partners will help to identify the top performers at their peak time which provides an opportunity to optimise your strategy and as a result cultivate your affiliate programmes.

Five performance reports you should be running on a weekly basis to keep up with evolving trends include:

Publisher/Advertiser Performance

The publisher performance report allows advertisers to view the overall performance of the publishers who are promoting their brand. Likewise, the advertiser performance report works in the same way but from the publishers' perspective, displaying the overall performance of the advertisers who have been

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Affiliate Window Affirms Stance on Comms with Publishers

By Richard Towey | 1 week ago | Affiliate, Analytics, Display



Photo by PerformanceIN

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Advertisers that believe they cannot form direct partnerships with publishers by signing up to an affiliate network have been told otherwise in a panel at Performance Marketing Insights: Europe.

Contributing to the discussion on communications between advertisers and their publishers, Affiliate Window managing director Mark Walters insisted that going in-house with an affiliate campaign is not the only way to work closely with top traffic drivers, and that network members can always have direct contact with affiliates if they so wish.

"From a network perspective it's not a question of 'you have an intermediary, you don't have a relationship with your publishers'.

"Any advertiser who wants to have a direct relationship with a key publisher segment or top-performing publishers, or new, emerging bloggers and everything else. It is merely a request you set that up to operate when you want it to."

Direct or indirect?

Walters added that affiliate networks are now offering highly customisable solutions, whereby as many advertisers who want to have direct, one-to-one relationships with volume drivers are provided with the tight client relationships they demand.

On the other hand, Walters acknowledged that not all advertisers will favour this approach, with this possibility contributing to some of the preconceptions about networks and their ability to manage all aspects of affiliate programmes.

He attributed this to certain clients not wanting to give up any precious resources or in-house talent in connecting with publishers.

While debating the pros and cons of opting with networks, agencies and in-house operations, the topic later turned to publishers and their best course of action when starting out.

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