



# THE POWER OF INFLUENCE AND PAYMENT ON ASSISTS

Understanding and rewarding publishers for wider influence beyond last click CPA

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This guide is aimed at helping advertisers to understand the power of publisher influence and our new commission on assists payment model. In this document we look at what influence is and why it should be rewarded. We also consider how you can identify the publishers who could be approached as well as the performance metrics to measure success. We will also provide information on how to set up a payment on assist campaign.

If you missed our webinar that also addressed all the points discussed in this document you can [watch it here](#).

## WHAT IS INFLUENCE?

Customer journeys are becoming increasingly complex. They span a number of channels and more recently a number of devices.

With the channel premised on a last click CPA, we have seen the rise of publishers who are effective at attracting and converting the final click in a purchase path; cashback and voucher code sites have been incredibly successful at doing so.

More recently newer business models have emerged to further target and re-target consumers to encourage conversion.

With all the clamour to receive the final click, have we forgotten about those publishers that are present in the customer journey prior to the final click?

This is where the concept of influence comes in. Typically editorial content and blogger style sites can be involved in the early stages of the path to conversion and are not necessarily converting these sales. There is however an argument they 'influenced' the purchasing decision. On a purely last click CPA basis, these 'influencers' are not being rewarded for their involvement in sales. Our commission on assist payment model has provided an effective way of rewarding publishers for their influence upon a sale.

## WHY SHOULD INFLUENCE BE REWARDED

While the traditional last click wins model is one that has worked for a number of years, it ignores everything that has happened in the customer journey prior to the final click. While some affiliate models are primed to close sales as we have mentioned, others add value prior to the final click.

A consumer may have read a review on one affiliates site before comparing products on another's. They then see if there is any cashback available from the advertiser and complete their purchase having clicked through from a cashback site. Without paying assist bonuses, the influence the first two sites had upon the sale is completely ignored.

By implementing a payment on assist campaign, the advertiser is able to reward the editorial and comparison sites for the role they have played in influencing the consumer on their path to conversion.

It is important to note – this model is about rewarding for assists rather than re-assigning split commissions.

By rewarding on influence, advertisers are recognising this element of affiliate marketing that has typically been 'free' and they are also only doing so if a transaction has been made as a result. It is worth considering that in 2014 Affiliate Window tracked 20 clicks and 200 impressions for every sale recorded. This is the element we are considering when assessing influence beyond the sale.

## WHAT DO I GET IN RETURN

One question that has arisen from the payment on assists model is 'aren't advertisers just paying more for the same sales'?

By rewarding influence, advertisers are able to negotiate increased exposure across affiliate sites in return for being rewarded for the number of 'assists' they have. Additionally, for one of our advertisers that has already run a payment on assist campaign, interestingly the number of assists did not increase across the publishers that were rewarded for assists but their number of sales did. This is indicative that by working closely with particular publishers it is possible to help them improve conversion rates on their sites so customers convert there and then.

The affiliate channel has always been seen as a channel that is just paid for sales but this completely neglects the additional value the channel brings. For example, the volume of banner impressions that serve as additional branding. Other channels are paid regardless of whether or not a sale has converted whereas these additional elements of value across the affiliate channel are completely ignored. If a consumer clicks on a PPC link or views a display banner, both these actions are paid for regardless of whether or not a transaction takes place whereas they are not in the affiliate channel.

## IDENTIFYING RELEVANT PUBLISHERS

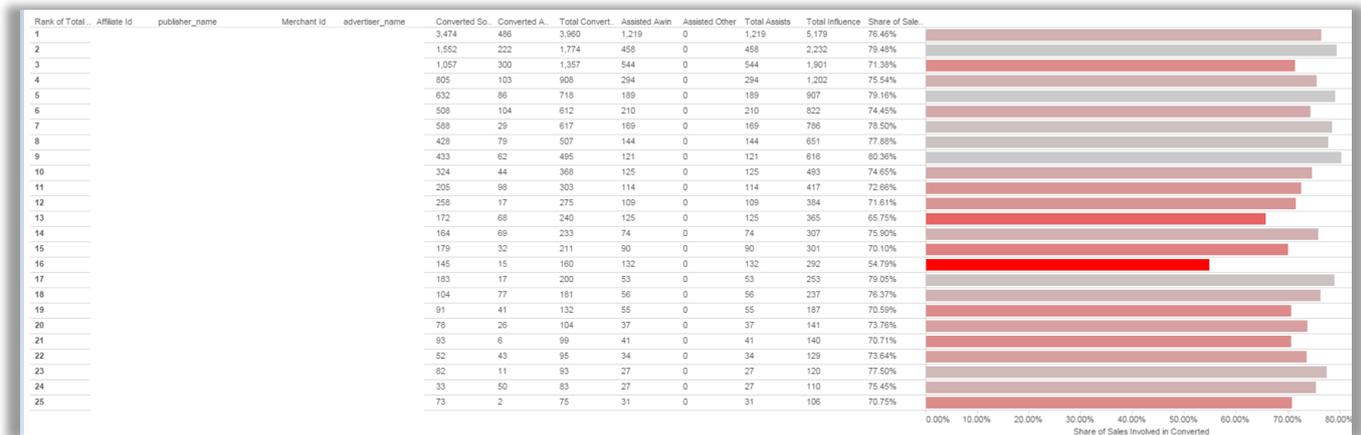
There are tools in place to help advertisers identify the publishers that are suitable for payment on assist campaigns. Within the interface the publisher performance report has evolved to show additional metrics to monitor the publishers driving assists. This can be exported to Excel for further analysis. The following metrics are included.

- Converted Solo** - The publisher was the only one involved in the transaction
- Converted AWin** - The publisher converted a sale but another publisher had been involved
- Total Converted** - The total number of sales the publisher converted (Converted Solo + Converted AWin)
- Assisted AWin** - The publisher was involved in a sale another publisher converted
- Assisted Other** - The publisher was involved in a sale converted by another channel
- Total Assisted** - The total number of sales the publisher was involved in (Assisted AWin + Assisted Other)
- Total Influence** - The total number of sales the publisher was involved in (Total Converted + Total Assisted)

Name	ID	Clicks	Converted Solo	Converted Awin	Assisted Awin	Assisted Awin (1st)	Assisted Other Channels	Total Influence
		131664	3901	290	464	281	0	4655
		34585	3279	347	604	471	0	4230
		11252	3511	4	73	51	0	3588
		14119	3267	184	26	17	0	3477
		92569	2945	218	242	117	0	3405
		204795	2048	4	10	5	0	2062
		5258	1640	92	12	8	0	1744
		20670	1315	59	19	19	0	1393
		1992	755	53	5	1	0	813
		31538	632	53	142	58	0	827
		68732	469	62	83	55	0	614

Additionally we have reports available to account managers to assist you in identifying relevant publishers. Using our business intelligence tool it is possible to quickly identify publishers on the

programme, within the sector or across the network that are involved in a high volume of sales they are not converting. For example, the chart below identifies the affiliates on a programme that are converting fewer than 80% of the sales they are involved in.



By working closely with your account manager you will be able to identify the relevant publishers.

***\*we would strongly recommend that these campaigns are run with a group of selected publishers rather than across the whole campaign. Incentivised traffic sources such as cashback and voucher code sites should be excluded from this model.***

### SETTING UP COMMISSION ON ASSIST PAYMENTS

There is a user interface to set up payment on assist campaigns which can be found under commission – commission on assists.

You can select to set this up across the programme or for selected publishers. As mentioned above, we would recommend doing this for selected publishers.

By selecting custom you will be able to search for the relevant publishers either by their ID or affiliate name.



It is possible to set up multiple rules so that different rules can apply to different publishers (or groups of publishers)



You are able to determine how much to pay for each assist and it is possible to set a daily cap for this. It is also possible to award different amounts for an assist and an assist where the affiliate initiates the sale (1<sup>st</sup> referrer). If you are passing us back additional channel data via the channel parameter you can also reward affiliates for external channel assists (where they are present in a customer journey that was ultimately converted by another channel).

### CROSS CHANNEL VS IN CHANNEL INFLUENCE

Where advertisers are passing us back additional channel data in the channel parameter it is possible to see where affiliates have been involved in customer journeys that have been converted by another channel.

### MEASURING SUCCESS

Having run a payment on assist campaign, it is important to monitor the success. There are a number of metrics that advertisers can consider to determine if the campaign has been a success.

**Increase in traffic** - Have the publishers involved in the campaign demonstrated an increase in traffic? Typically an assist campaign would be based on the publisher providing increased exposure. An increase on traffic vs. the previous period would indicate this has been successful.

**Effective CPC** – By running an assist campaign, advertisers will be paying a top up bonus for selected publishers which will naturally increase their costs. But has this increase in costs resulted in an increase in traffic? How has the CPC (commission/clicks) for each publisher compared to the previous period?

**Increase in impressions** – Typically a payment on assist campaign will be run with content sites, bloggers etc. who use banners. With increased exposure we would expect to see an increase in impressions across the site. This can be compared to pre and post campaign figures

**Increase in total influence** – Ultimately each of the above will feed into an improved total influence score (sales + assists). Has the total influence of the publisher increased on the previous period, have they increased their sales volumes and are they assisting more sales?

**Increase in revenue** – Is the additional influence reflected in the sales revenue? For more considered purchases is a greater volume of assists boosting average order values?

**Cost per Sale** – As with effective CPC it is important to monitor the cost per sale to the advertiser. What has the impact of paying an additional bonus on assist had on the cost per sale (commission/sales)?

### **ADDITIONAL REPORTING**

We also have additional reporting available to advertisers on request. Our daisy chain data looks at the interaction between publishers in multi affiliate sales. By combining this with the influencer data it is possible to see the promotional types and individual publishers that are overwriting each other to gain greater insights into the channel.

If you would like to find out more about setting up a payment on assists campaign, please speak to your account contact.

For regular updates from the strategy team please [sign up](#) to receive our monthly newsletter.