

# ЕКОНОМІЧНІ НАУКИ

UDC 339.138

## PERSPECTIVES OF ONLINE AFFILIATE MARKETING FOR UKRAINIAN ENTERPRISES

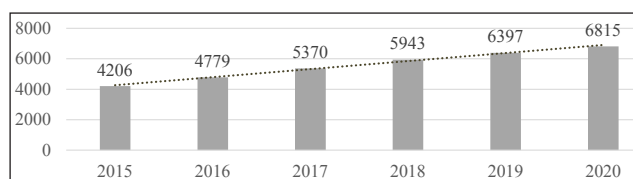
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The definition of affiliate marketing is defined in the article. The mechanism of affiliate model is identified. This article explores the characteristics of affiliate marketing and presents the perspectives of affiliate activities onto the Ukrainian e-market. Benefits for customer, affiliate and sponsor from online affiliate marketing are undertaken. Concept of affiliate marketing strategy is described. Affiliate types in different steps of performance marketing are examined. The most efficient affiliate networks and programs for Ukrainian enterprises are suggested.

**Keywords:** affiliate marketing, performance marketing strategy, affiliate program, mechanism, networking, relationship marketing.

**Problem statement.** The rapid development of affiliate marketing, a performance based internet marketing practice, in the recent years has created a very competitive market. Companies need to constantly improve their affiliate programs to maintain a successful program and to keep affiliates loyal.

Affiliate marketing, even after being around for many years, is starting to take its deserved place in the news and in companies' marketing budgets. Looks like affiliate marketing has finally found its niche in the New Services Economy. In the past, when evangelizing the affiliate network or simply doing corporate presentations, the affiliate channel overall was a 2-3 billion dollar industry in terms of marketing budget spending, with market forecasts expecting it to hit 4,7 billion USD by 2016 [1]. Forecast of Affiliate Marketing spend will increase to an estimated \$6.8 billion industry by the year 2020 [2] (fig. 1).



**Fig. 1. Total Affiliate Marketing spend forecast, \$ millions**

Given the dramatic rise in affiliate marketing spend – a study by Forrester Consulting estimates a compound annual growth rate of 10% through 2020 – it's no surprise that people have taken notice. The category is now responsible for 16% of e-commerce sales, putting it on par with email marketing and ahead of both social commerce and display advertising as a driver of e-commerce transactions [3].

**Analysis of recent researches and publications.** Conceptual principles of affiliate marketing, or marketing of network interaction, are based on the basic principles of the partnership theory,

the initial provisions of which are set out in the scientific works of K. Gronroos [4], P. Kotler [5], A. Payne, S. Holt, P. Frow [6], J. Gordon [7], E.F. Galiamova [8]. Mechanisms for implementing partnerships in marketing were researched as overseas by national scientists A.F. Pavlenko, I.L. Reshetnikova, A.V. Voichak [9], N.V. Kuzminchuk [10], I.A. Melnyk, S.G. Firsova [11], M.A. Oklander, T.O. Oklander [12], M.A. Staury [13], etc. In the scientific works of these scholars, different terminology has been used in determining the essence of the concept of affiliate marketing, in particular marketing of network interaction, marketing relations, marketing interaction, marketing of affiliate relationships, customer relationship management, marketing relationships. The reasons for this are the individual understanding and translation of terminology, and, consequently, a slightly different content of the terms [14, p. 176]. At the same time, the problems of using the concept of affiliate marketing in the activities of enterprises in Ukraine, are not sufficiently investigated.

**Formulation of the problem.** The aim of this research is to determine the basic tendencies of affiliate marketing and define the most efficient affiliate programs for Ukrainian enterprises.

**Presentation of the main research material.** Affiliate marketing is a very powerful and profitable online marketing tool. According to E. Prussakov [15] affiliate programs are a type of marketing where the partners or affiliates advertise products of the merchant. He further states, that this type of marketing is based on performance, since compensation is usually calculated through the amount of clicks. J. Gallagher et al. [16] elaborates on that by writing that these programs usually provide a site operator (affiliate) with a commission of any products bought by customers on the partner site (merchant) [17].

One great thing about this market is that as the affiliate marketers increase, more merchants are becoming onboard meaning that there is an opportunity for everyone. If have a website that gain has lots of traffic, it is the high time to consider affiliate marketing [18].

Affiliate Marketing can be considered as a microcosm of the digital universe. The digital universe comprises of different channels like Content, PPC, SEO, Display, Social, Email, Affiliate Marketing and so on. However, Affiliate Marketing by itself consists of publishers who run activity across all these channels. Publishers usually earn a commission when they are the last touchpoint in a customer's purchase journey. In order to maximize the likelihood of conversion via their efforts, publishers run campaigns on their website, blog, social channels, customer database. As such, they provide a diverse reach at different touch points across all stages of the purchase funnel. Values of Affiliate Marketing in the overall marketing mix are:

1. *Presence across touch points.* As the user journey becomes complex and fragmented, and with the ever-increasing number of marketing messages, reaching the target market at the right time with the right message at each touch point is of utmost importance. Publishers are present across different touch points in a user journey guiding them to the final purchase.

2. *Data insights.* If the right data points are captured, advertisers can understand the value of a customer recommended by a publisher. Such rich insights can help an advertiser to make informed decisions around which channel is driving the most value and where to invest their marketing budget.

3. *Fuels innovation.* New and exciting technologies and startups which enter the digital space often rely on Affiliate Marketing for their revenue generation. Risk-averse advertisers look at Affiliate Marketing to work with new publisher models on a cost-per-sale model. Setting aside a test budget for new ideas and technologies can help them increase their overall sales at a low cost.

4. *Return on investment (ROI).* Affiliate is often cited as one of the highest ROI generating channel across many studies. Though the ROI is extremely high for this channel, it is still touted as channel with expertise only in 'closing the sale'.

Affiliate marketing is a type of performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts [19]. Therefore performance marketing is more than just "affiliate marketing". It's creating and cultivating value where value did not exist before [20]. Affiliate Marketing as a part of the performance marketing family, meaning the return on investment is guaranteed and the advertiser is only pay-

ing for advertising that has succeeded. It's a versatile channel and is very effective at driving actions for merchants selling consumer products or services across a wide range of verticals, including apparel, travel, electronics, health and beauty, telecommunications, finance and groceries. It should be considered as a key part of an advertiser's marketing mix in an integrated campaign, specializing in turning brand awareness and interest into conversions towards the end-of-purchase funnel.

Affiliate Marketing uses the terms 'Affiliate' or 'Publisher' to define the website that is promoting the brand or products. Affiliate Marketing isn't just banner advertising, in fact, most campaigns will get less than 10% of their sales as a result of banner advertising. Consumers have learned to ignore these banners, so successful affiliates employ smarter, more engaging tactics to generate sales for the advertisers they work with, with most sales coming from 'text links' often hidden behind 'Buy Now' or 'Shop Here' type buttons. A 'text Link' in the affiliate world is just a trackable URL that redirects to the relevant page of the advertiser's website.

Whilst the majority of affiliates still generate actions for their advertisers by promoting on their own website or blog, there's now many other ways they generate customers. This includes email marketing, mobile apps, paid search, remarketing widgets or campaigns, offline promotions and social campaigns. The scope is almost unlimited.

The key of successful affiliate marketing lies in the construction of a win-win relationship between the three parties – the sponsor, the affiliate and the customer. Sponsor realizes the benefit of a purely commissioned sales force and has a marketing cost that is predictable and spent ex post. Affiliates have the opportunity to create a revenue stream without investments in infrastructure and know-how. By increasing effectiveness of on-line activities, affiliate focuses exclusively on optimization of his Internet service (e.g. blog's Facebook profile, web site) in terms of content, structure, navigation, functionality, etc. Clients get reliable information on products from other sources than the sponsor itself [21, p. 2].

The following graph presents the mechanism of affiliate model (fig. 2).

Advertisers who embrace the Affiliate Marketing channel, follow best practices and understand the value of it in their overall digital strategy, attain

great success. Advertisers are increasingly viewing Affiliate Marketing not only as a sales driving channel but also as a powerful means to discover new customers, increase their brand presence in front of their target audience and increase brand engagement [21; 22].

A performance marketing strategy requires an approach tailored towards achieving advertisers' marketing objectives, whilst supporting their wider digital marketing plan. Aspects that typically require consideration are objectives

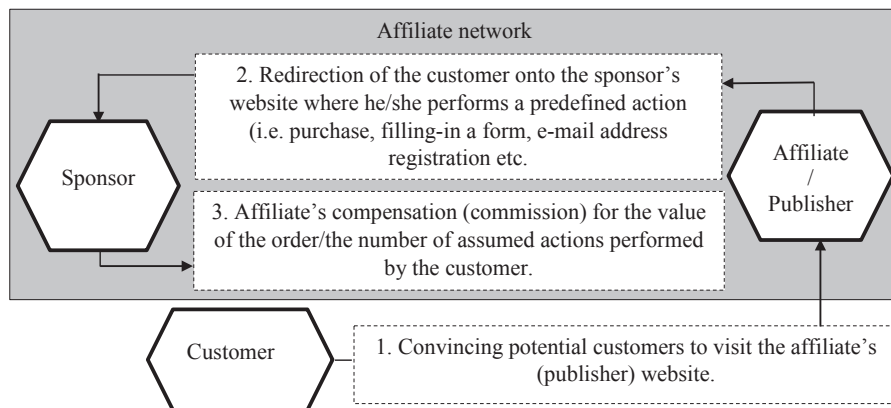


Fig. 2. The mechanism of affiliate marketing

Table 1

**Benefits for customer, affiliate and sponsor from affiliate marketing**

Benefits for sponsor	Benefits for affiliate	Benefits for customer
- strengthening the transactional function of internet promotion activities	- linking expenditures on internet promotion with e-sales	- shift of promotional activities budgets towards sales activities
- shortening the time devoted to promotion activities	- making the affiliate responsible for promotion of sponsor's products	- focus on building valuable, credible on-line presence, interesting for customers
- relating the context of promotional messages with the core value of the web sites and its visitors' needs	- transparency of cooperation with sponsors	- taking responsibility for sales
- possibility to gain particular financial means in return for persuading customers to purchase	- possibility to gain added value in the form of recommendations or opinions of affiliate service members with little risk involved	- contact with the desired product of which information might be hard to gather - gathering of information of a product from other sources than by nature "subjective" e-platforms of the sponsor.

for acquisition, value, retention and engagement. The framework opposite can help define the core aspects of strategy that need to be considered to identify the best ways to deliver the desired results. Aspects that typically require consideration are objectives for acquisition, value, retention and engagement [23, p. 23] (fig. 3).

**1) Objective setting.** It's important to set clear, measurable objectives, which can be derived from:

*Marketing plan objectives* – sales related, market share, ROI and profitability indicators

*Marketing communication objectives* – awareness, reach, preferences and target audiences

*Performance marketing objectives* – sales volumes, target cost per sale and budgets, relative to other online marketing channels

**2) Evaluation.** The core aspects that typically need consideration are:

*Product* – key selling points, target audiences and purchase trigger points

*Performance* – average cost per sale, conversion and sales volumes

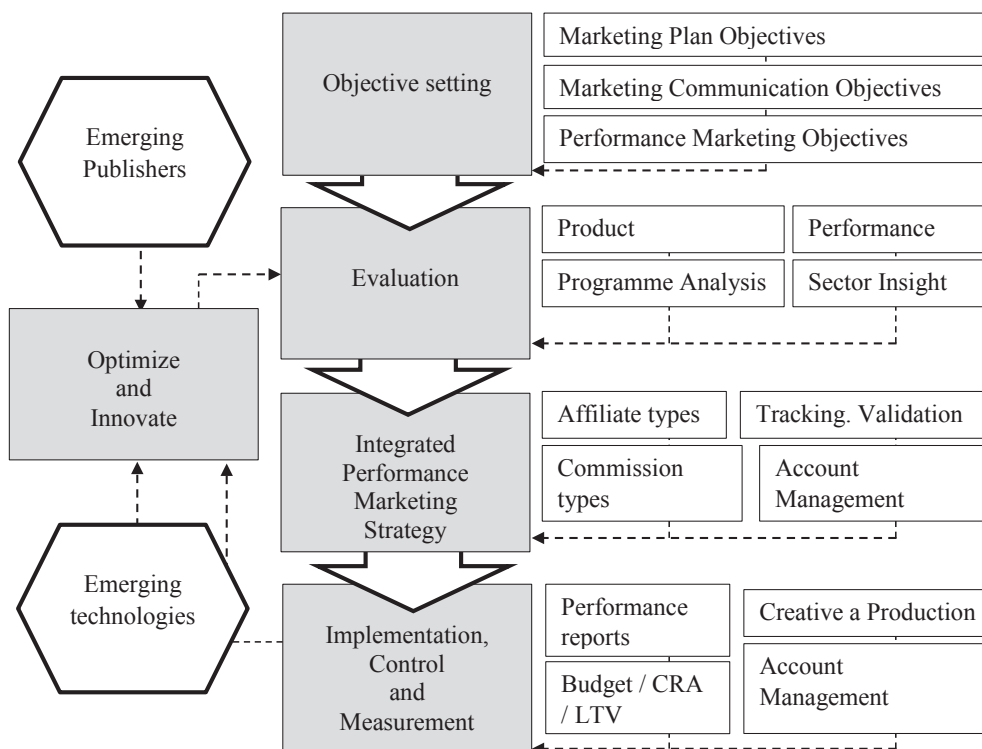
*Programme analysis* – current affiliate mix contribution to objectives

*Device performance* – clicks, sales and conversion across desktop and mobile

*Benchmarking* – data-driven insight, sector trends, industry knowledge and benchmarking

This drives actionable insight to determine how different affiliate types, devices and technologies can be developed and optimized.

**3) Integrated performance marketing strategy.** The ability to reach, engage and acquire the right customers across multiple devices should be at the heart of the performance marketing strategy. A broad mix of affiliate types and different commissions can help achieve this, driving value and optimum ROI across desktop and mobile. The core campaign components that usually need to be configured are:



**Fig. 3. Concept of affiliate marketing strategy**

*Affiliate types.* The affiliate types advertisers chose to work with will influence the effectiveness of targeting different demographics of consumers. For example, affiliates operating within email, cashback/loyalty/rewards and social can typically target consumer segments at a granular level. Whereas voucher code websites, paid search and comparison websites can target by the purchase intent of consumers.

*Commission types.* Commission types are varied and can be aligned towards achieving different objectives. Affiliates should be motivated to promote advertisers whilst achieving advertisers' objectives.

*Tracking and validation.* Effective tracking and validation is fundamental and it's important to define how conversion to sale will be tracked. Advertisers need to validate sales to ensure affiliates can be paid their commission on time, which ensures commitment to reinvest in the programme. Other considerations include: understanding whether any extended validation criteria is required to ensure quality e.g. for incentivized purchases, tracking across desktop, mobile sites and apps, call tracking and validation.

*Account management.* Solid account management will enable close alignment of the performance marketing plan with advertisers' objectives. It also enables adaptation to changes in objectives and market conditions.

#### 4) Implementation, control and measurement.

Delivery of the performance marketing strategy should be controlled and managed closely. In addition to standard reporting against all pertinent performance metrics, other aspects include:

*Forecasting* to ensure budgets achieve volume and value targets; and to ensure the contribution of the performance marketing channel is fully understood when overall marketing budgets are optimized.

*Budget management* to ensure consistency and to adapt to changes in algorithms, competitor commissions and market conditions

*CPA alignment* to optimize affiliate volume performance tiers, value of affiliate segments, product values and LTV contribution

*Protection* to ensure traffic quality management, brand and content compliance

*Creative management* and optimization

*Device performance reporting* to optimize performance across desktop and mobile

Generally, the most popular affiliate programs offer three types payments [24].

#### 5) Optimize and innovate.

Driving innovation and growth enables the performance marketing

channel to continually adapt to changes to objectives and the needs and behaviours of consumers. The core aspects are typically:

*Commercializing new technologies*, such as re-targeting or programmatic

*Developing a deep understanding* of advertisers' LTV metrics to drive long term value

*Understanding purchase* trigger points to recruit new affiliates

*Using data-driven insight* to allow advertisers' to refine their marketing plans e.g. developing strategies and tactics for mobile

*Ultimately the real drivers* of performance marketing success are ROI, customer acquisition and lifetime value [23, p. 25].

Like other online channels, performance marketing is rich with data. Time invested understanding performance data will pay dividends, providing insight that can be compared with the performance of other channels, directing your programme strategy and informing your overall business. It can also offer valuable insight into your customers including how, when and what they buy and which device was used at different stages of the purchase process. Every company will have its own bespoke metrics and many network interfaces will allow the user to define these in custom reports derived from pre-existing data [25, p. 9–10] (tabl. 2).

Applying these measures at various levels of the program and comparing results against, for example, publisher segment is where an advertiser can gain the best insight into how their program is performing.

There are a wide range of affiliate types, each of which support different objectives around reach, engagement, volume and value. New affiliate types continually emerge, particularly within mobile, social and programmatic (fig. 4).

With online shoppers becoming increasingly savvy, reward sites have seen a surge in popularity. This type of affiliate drives sales by rewarding its members through a share of the commission it earns from an advertiser. If provided with a competitive offer, reward sites can generate significant volume. They provide brands with an effective way to increase its exposure, especially if products are not strongly positioned on aggregator sites. If used strategically, reward websites can drive incremental growth (e.g. reward to increase average order value, higher commission for purchase

Table 2

Payments types for affiliate programs

Types payments	Description
Pay-per-sale (cost-per-sale) / CPM (Cost per Mile)	This is the most popular payment offered by most of the affiliate programs. Under this program, the affiliate marketers earn commissions from the merchant each time they will send a client to the merchant website, and that client makes an actual purchase. Various affiliate programs offer a specific percentage of the sale as commission while others will pay you a fixed rate for every sale.
Pay-per-click / CPC (Cost per Click)	Pay-Per-Click is also considered as widespread and common affiliate agreement. Under this agreement, the affiliate marketers will get fixed rates depending on the number of clients who click on the links placed on the affiliate website that leads to the merchant website. Here a purchase is not necessary to earn commissions, all that has to be done is that the client clicks the link and stays at least thirty seconds on the merchant website. Regardless of what the visitor does on the merchant site, this will not affect the commission.
Pay-per-lead (cost-per-lead) / CPA (Cost per Action)	Here the affiliates are paid depending on of how many visitors are sent to the merchant website and then sign up as leads. For the visitor to sign up as leads, it means that the visitors will fill out the information request form on the merchant site.

Table 3

**Common metrics for affiliate marketing evaluation**

Metrics	Metrics definitions
Commission Rate	A merchant will set a specific commission rate for their products. This is the portion of the revenue that you receive as an affiliate. Commission rates can range from as low as single digits to more than 50%. Usually, digital products (such as e-books and software) have the highest commissions while physical products may have the lowest.
Click through Rate (CTR)	The number of clicks your link or links get divided by the number of times they were viewed (impressions).
Earnings per 100 Clicks (EPC)	Sometimes called EPHC, this metric gives you an idea of what other affiliates are earning through this program. While it shouldn't be used as a single criteria to gauge a program's profitability, it's still good to analyze.
Average Order Value (AOV)	The average order value is the sum total of all orders divided by the number of orders. It's a handy metric to know for forecasting your sales.
Reversal Rate (RR)	The percentage of transactions that get reversed by the merchant. Most affiliate programs may not provide this data prior to registration, but some networks (such as ShareASale) do provide this data so you can analyze.
Conversion Rate (CR)	This metric is the most exciting to track. It may be a click-to-sale CR or a click-to-lead CR, depending on the program. The conversion rate is calculated by the number of visitors who clicked through the site offering the product/service and made a successful purchase (or converted).

of new customers). It is important to have a sophisticated validation process in place in order to avoid paying commissions on cancelled bookings or return purchases (tabl. 4).

In modern online marketing three management structures for affiliate programs can be defined:

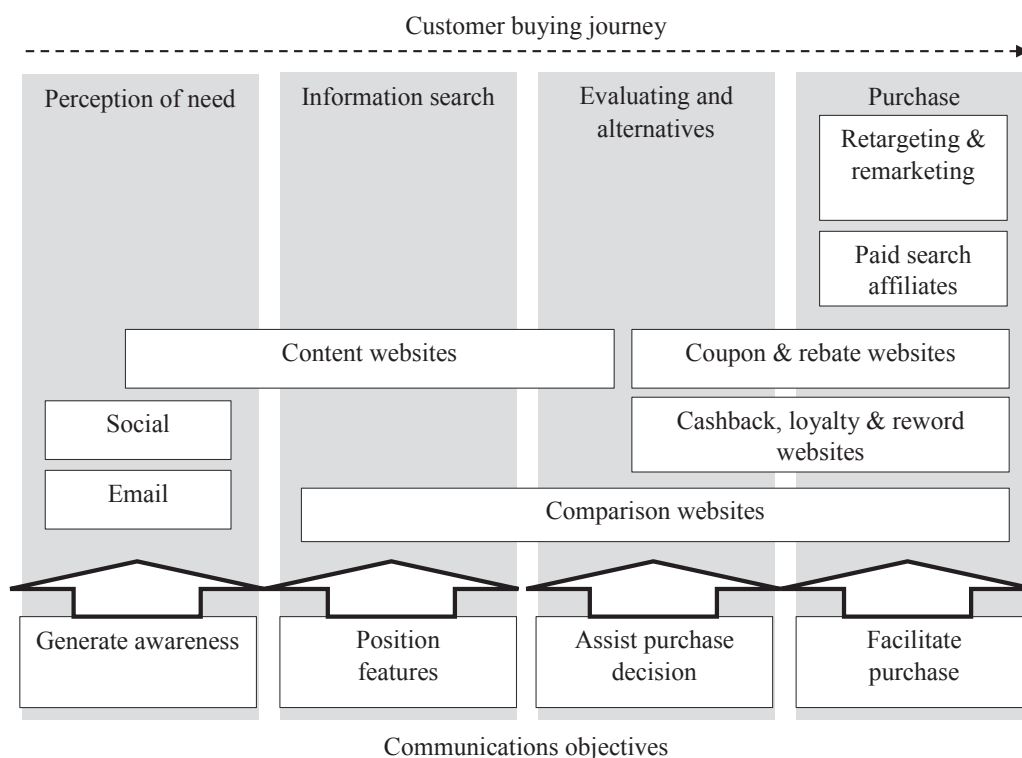
1. *In-house affiliate management staff.* A merchant can assign or hire an ordinary employee to select and manage affiliates. Discussions with affiliate managers reveal that most such staff are paid on a salaried basis, albeit often with performance objectives.

2. *Specialist affiliate-management companies.* A merchant can retain the services of a vendor that specializes in affiliate marketing management. Practitioners often call these vendors "outsourced program managers" or OPMs.

3. *Affiliate network provides management services.* Most merchants retain the services of an affiliate network to provide the required technical infrastructure, including preparing specially coded links, tracking which purchases were made through which links, reporting purchases, and streamlining payments to affiliates [26, p. 11–12].

In Ukraine online retailing, one of the popular business models is growing leaps and bounds for last few years. Considering business potential and competition of Ukraine market many big giants have launched their affiliate program to promote their business.

Ukrainian enterprises can use partner networks or buy specialized software for in-house work. Networks act as intermediaries between business ("merchants") and partners ("affiliates") and take on the work of monitoring and collecting statistics.



**Fig. 4. Affiliate types in different steps of performance marketing**

Affiliate types description in modern online marketing

Type	Types description
Content sites and blogs	These types of websites are often focused on a niche interest and feature unique content. A few examples are product review sites, blogs and online forums. Often, Content Affiliates form part of an Affiliate Program's long-tail strategy and are rarely large volume drivers. Regardless of their contribution to overall sales, they are valued partners. The reason for this is that unique content suggests editorial credibility and often has a positive impact on an advertiser's search engine optimization (SEO) efforts. These sites are editorial focused, including reviews, blogs, forums and user generated content. They can generate awareness to a large base of consumers whose needs are aligned to a particular interest. Their bias towards editorial content enables communication of all features and benefits, not just price
Email	An Email Affiliate sends targeted emails to its own (or third-party) data base to drive conversions on behalf of a brand. In order to drive volume, a strong and time-sensitive offer is required and creative should be refreshed regularly. It is important to always consider the size and source of the data to ensure it is compliant with local and brand regulations and to avoid over promotion or database exhaustion.
Comparison websites	These sites offer consumers the opportunity to compare products of different advertisers (like credit cards or phone plans). Through a compelling offer, comparison websites can generate large sales volumes. They vary a lot on how they structure their rankings, which is not always based on best product but often earnings per click (EPC).
Re-targeting & remarketing	Affiliates retarget most commonly through tags that they place on the advertiser's site and try to re-engage with consumers who have not completed their purchase. This could either be via an overlay when a consumer is about to leave a website, trying to persuade them to stay, or via email if they have abandoned their shopping cart, making it easy for them to return and to complete their purchase. The advertiser has full control over traffic source and targeting options. It is recommended to trial different creative and messages and not to rely too heavily on handing out incentives.
PPC Affiliate	A PPC (pay-per-click) Affiliate is a search specialist who drives traffic to an advertiser's site by bidding on relevant keywords via a custom-built landing page. They generally work on a CPA basis but sometimes require hybrid commercial agreements. PPC Affiliates are not for every client but can be great strategic partners if: competitors are cannibalising advertisers' ads, limited budgets don't allow for an 'always-on' approach, leading to lost exposure; aggregator ads are appearing on advertisers' search terms and directing brand traffic to competitor products. The key to a successful trial with a PPC Affiliate is to set up strict guidelines which help ensure affiliates are compliant.
Voucher and deal sites	These type of sites generate sales by offering their users a discount code that can be redeemed online against their purchase. They also often promote generic deals in a designated section. An exclusive code will usually increase exposure on the site, where a quick expiry date will create a sense of urgency for consumers and can be used as a strategic tool to drive quick sales.
Social Affiliates	This type of affiliate works via highly targeted posts on social networks or sponsored tweets, which can help to drive awareness and assist in generating need. It is important to keep the creative relevant, with a strong call to action.
Cashback, loyalty & rewards websites	These affiliates reward their members by paying commission received from advertisers for purchases made. They are highly trusted brands with vast reach and can drive significant volume if the offer is strong. Products that aren't market leading on comparison sites can be market leading in the context of cashback.
Paid search affiliates	These specialize in PPC (pay-per-click) advertising in search engines for keywords relating to their site or advertisers that are being promoted on branded microsites. They can provide instant, targeted sales volume for the full long-tail of brand and generic keywords across desktop and mobile.

Here are some popular foreign affiliate networks: MaxBounty, PeerFly, Crobo, AdWork Media and national ones as Salesdoubler, Primelead or Finline.

Let's analyze the main international affiliate networks and Ukrainian ones that can serve as a platform for business development for Ukrainian enterprises (tabl.5).

Among the advantages of using affiliate networks is the availability of a network of affiliations and well-established financial settlement processes. There are also disadvantage, like often the partners of inadequate "quality" reside in the networks, so if the business takes care of its reputation, it will have to filter applications from potential program participants more actively. In addition, the partner network software may have limited functionality, which may not be suitable for those who want to use various mechanisms of attracting customers and evaluating the work of partners.

Although each of the affiliate programs has its own advantages and setbacks, the best way to find the best network for you is to try several of them simultaneously.

**Conclusions.** The success and perspectives of development of affiliate marketing strategies is determined by variety of factors. Ukrainian market shows that there is a significant gap between the sponsors' expectations towards the expected results of e-promotion campaigns and the possibilities the e-market offers. The companies and individuals offering promotional space on their web sites are much eager to sell the space in less "performance related" models, whereas sponsors would be eager to work on commission based models. The growing maturity of affiliate marketing concept, increasing role of affiliate networks and growing competition between the owners of advertising space would lead to the broader usage of CPA and CPS models of e-campaigns.

Table 5

## The national and international affiliate networks for Ukrainian enterprises

Country	Minimum Payment	Commission Type	Payment Frequency	Payment Method	Offers	Range
<i>International affiliate networks</i>						
MaxBounty - a high-quality digital marketing network, many proven leaders in the niche come up to your mind. Maxbounty should certainly be among those names. It can certainly get a reward for the level of quality and the way they treat their partners						
Canada	\$50	CPA, CPS, CPL	Weekly, NET15 (First Month)	PayPal, Payoneer, ACH, Cheque, Wire	2	4,5
PeerFly is a unique cost per action affiliate network that features over 1000 offers, thousands of publishers and millions of clicks served. Unlike most networks who outsource their affiliate management systems, PeerFly is 100% custom built which means greater flexibility and reliability for both advertisers and affiliates						
France	\$500	CPA / CPL / CPS	Net-30 / Net-15 / Weekly / Daily (upon request)	Check / Wire / ACH / PayPal	2,540	3.5
Whitemobi is a global app mobile monetization network that works with the app developers and content owners all over the world. The network offers smart solutions for mobile and desktop traffic. The company creates unique ways to bring the traffic up for every customer and in 100% of cases brings the desired result						
USA (based in Cyprus)	\$50	CPI, CPA, CPL	et 45, Net 30, Net 15, Net 7	Wire, PayPal, Payoneer, WebMoney	1,048	5.0
Adwool is a progressive mobile network that provides professional support and clever solutions for publishers and advertisers. The network is an expert in finding efficient ways to improve the performance of marketing for the campaign owners in different departments						
UK	\$100	CPA, CPI, CPL, CPR	Net 30, Net 15, Weekly	PayPal, Wire	4074	5.0
Ad4Game is a leading network of websites linked to all major gaming companies. It offers various advertising formats for different needs and purposes. The company has gained a good reputation on the global marketplace of advertising solutions delivering some efficient features to publishers as well						
Ireland	\$20	CPC, CPM, CPA, CPI	NET30	Pay Pal, Payneer	102	3.5
AdWork Media - AdWork Media offers some of the best monetization tools and ad solutions for publishers and advertisers. The company is introduced in form of an affiliated network not only for website owners, but also for web and mobile app developers. The main specialization of the company is delivering looking tools used to lock premium content (product or URL)						
United States	\$20	CPA, CPL, CPS, Content Gateway	Weekly, Bi-Weekly, NET7, NET15, NET30	PayPal, Pioneer, Western Union, Wire	2425	4.0
CJ Affiliate by Conversant - is certainly the right company to look at whenever you need proven and efficient monetization solutions. It has already become one of the largest industry representatives today featuring flawless reputation and a wide range of offers						
United States	\$25	CPA, CPL, CPI	NET20, NET30	Cheque, ACH	14	3.5
Crobo is specialized in all types of gaming ads offering a set of efficient marketing solutions. The company can also bring some of the most reputable partners featuring their own channels able to deliver high-quality leads in accordance with own preferences and requirements						
Germany	€50	CPA, CPL	NET15, NET30	Wire	1258	4.5
Neverblue Mobile is a CPA mobile marketing company that specializes in optimizing mobile campaigns for traditional online advertisers, and is a division of the lead generation network.						
United States	\$ 25	CPA, CPS, CPL	NET7, NET15,	Paypal, ACH	56	4.0
AdGate Media is a CPA network specializing in incentive traffic. AdGate boasts high payouts and a custom gateway system that automatically selects the best converting offers for you. The AdGate support team is always ready to help out both new and experienced affiliates						
United States	\$25	CPA	Net-30, Net-15, Weekly, Other	Check / PayPal / Wire / ACH	21	5.0
KissMyAds focuses on mobile marketing solely based on the most meaningful result in advertising - performance. With a growing app industry, the Germany-based company concentrates on offering an easy, risk-free platform to monetize apps as well as mobile websites. KissMyAds sees itself as a modern mobile marketplace, which connects publishers with advertisers in any important market around the world						
Germany	\$50	CPA / CPI / CPS / RevShare	Bi-Weekly	Moneybookers / Paypal / Wiretransfer	233	4.0
Admitad is a Cost Per Action based network that delivers all your advertising needs. admitad offers reliable sources of sales and publishers with new business models to ensure monetization of traffic						
Germany	\$20	CPA, CPL, CPI and CPS	Weekly	PayPal, e-payments and wire transfer	1300	4.0

Ukrainian affiliate networks						
Salesdoubler - CPA-network for online stores and online retail. The network of partner programs with payment for the action is optimized for the Ukrainian market						
Ukraine	\$10	CPA / CPI / CPS	Weekly (upon request)	PayPal	103	5.0
Primelead – the first Ukrainian partner network, working on a model with payment for the result (CPA - cost per action). This model is the optimal solution for monetizing thematic web resources and converting traffic						
Ukraine	\$5	CPA/ CPS	NET15, NET30	PayPal	66	5.0
Financial affiliate network Finline is designed for the selection and ordering of credit cards and cash loans. The affiliate program is designed for webmasters who have their own sites or are able to attract high-quality traffic						
Ukraine	UAH 100	CPA / CPI / CPS	Monthly	PayPal, Western Union,	221	4.7
CPMob is a premium CPM advertising network. Due to high demands from webmasters, we opened up the system to allow selling of high quality traffic						
Ukraine	\$5	CPM	Monthly	PayPal	14	3.8
CPA Affiliates Network is a FREE global affiliate program open to both new and experienced affiliates offering the highest converting and highest paying offers across a wide range of verticals						
Ukraine	\$25	CPA, CPL	Net 20	Paypal, Wire, Other	98	4.9

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## **ПЕРСПЕКТИВИ ПАРТНЕРСЬКОГО ОНЛАЙН МАРКЕТИНГУ ДЛЯ УКРАЇНСЬКИХ ПІДПРИЄМСТВ**

### **Анотація**

У статті надано визначення партнерського маркетингу. Побудовано механізм партнерської моделі. У цій статті розглядаються характеристики партнерського маркетингу і представлені перспективи партнерської діяльності на українському електронному ринку. Виділено вигоди для клієнта, партнера і спонсора від партнерського онлайн-маркетингу. Описана концепція стратегії партнерського маркетингу. Розглядаються типи інструментів партнерського маркетингу на різних етапах маркетингової діяльності. Пропонуються найбільш ефективні партнерські площадки та програми для українських підприємств.

**Ключові слова:** партнерський (афілійований) маркетинг, маркетингова стратегія ефективності, партнерська програма, механізм, мережева взаємодія.

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## **ПЕРСПЕКТИВЫ АФФИЛИРОВАННОГО ОНЛАЙН МАРКЕТИНГА ДЛЯ УКРАИНСКИХ ПРЕДПРИЯТИЙ**

### **Аннотация**

В статье дано определение аффилированного маркетинга. Определен механизм партнерской модели. В этой статье рассматриваются характеристики аффилированного маркетинга и представлены перспективы партнерской деятельности на украинском электронном рынке. Выделены выгоды для клиента, партнера и спонсора от онлайн-аффилированного маркетинга. Описана концепция стратегии аффилированного маркетинга. Рассматриваются типы инструментов аффилированного маркетинга на разных этапах маркетинговой деятельности. Предлагаются наиболее эффективные партнерские площадки и программы для украинских предприятий.

**Ключевые слова:** партнерский (аффилированный) маркетинг, маркетинговая стратегия эффективности, партнерская программа, механизм, сетевое взаимодействие.