



10 things every performance marketer should know

has **offers**
by TUNE

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In the age of digital marketing, terms like attribution, mobile marketing, and ROI reign supreme. Businesses are constantly looking for new ways to get the most out of their advertising spend, and publishers are on the hunt for the best offers and highest payouts. No doubt—there’s a lot to learn when it comes to success in the performance marketing industry. To bring you up to speed, here’s a list of 10 things you need to know about the performance marketing industry.

01. Attribution is key.

An unbiased performance marketing platform will provide attribution analytics, allowing you to track which channels are most effective. According to Adam Riemer, online marketing expert, “Attribution is one of the most important things you can look at when evaluating the value of an affiliate, or your program. By setting up a cross channel attribution model and properly crediting the right channel, you can know where to spend your budget, which partners or channels are working to funnel sales and cost you more money, as well as which affiliate partners you should remove from your program.”¹

02. Mobile marketing is the now and the future.

Mobile devices have become the new frontier for performance marketers. According to Internet Retailer, mobile has officially surpassed desktop as the primary outlet for eCommerce shopping, 55% to 45%.² If you aren’t targeting your performance marketing campaigns towards mobile devices, now is the time to start! Performance marketing programs allow you to control the types of offers and payouts mobile devices receive to ensure the optimization of your campaigns.



03. Performance marketing is most successful when advertisers and publishers create and promote offers that they are passionate about.

You’ve worked hard to build your customer base, and the best way to reach them is through the distribution of relevant content. Work with advertisers and publishers within specific verticals to ensure you’re reaching your target audience. If an advertiser’s offer doesn’t match their traffic sources, their users won’t convert and neither the advertiser nor the publisher will make any money.

04

04. A great landing page can be the difference between success and failure.

In the fast-paced world we live in, brands and advertisers have to capture their customers' attention almost instantly, and if they don't, chances are they've missed out on a sale. A big part of getting a customer's attention comes to creating an awesome landing page. The book "[Performance Marketing for Professionals](#)" advises, "Remain focused on why visitors are coming to your page. Figure out how you can get them to the sale or lead page as efficiently and effectively as possible, while still keeping the promise from the original advertisement."¹

05

05. Always be testing!

If you ask any veteran performance marketer, they will tell you to constantly test different variables of your campaign. Be it subject lines, CTAs, images, offers, even background colors—different combinations will yield different results, and you should do your best to find the optimal combination! A robust tracking platform is the best way to understand which combinations of variables are the most successful.

06

06. Email is a valuable marketing tool, but there's more!

When building your performance marketing program you should consider how email advertising, desktop and mobile display advertising, and social media promotions can all work together to drive conversions. Other tactics to consider include click-to-call, video monetization and native advertising, which can prove very profitable additions to any performance program. Explore your options!



07

07. There isn't "one right way" to payout publishers.

There are five main types of payouts to publishers, finding the one that fits your business model may take some testing and tweaking, but one of these five should get you there:

- Cost per Conversion** - The advertiser pays the publisher with a flat dollar amount for each conversion recorded.
- Cost per Sale** - The advertiser awards a percentage of each sale to the publisher.
- Cost per Conversion plus Cost per Sale** - A hybrid of the two, where publishers receive a flat dollar amount plus a percentage of the total sale.
- Cost per Click** - For each click a publisher sends to the advertiser's offer, they are paid a flat amount.
- Cost per Mille** - Performance marketing programs pay affiliates for every thousand impressions that an offer receives.

08.

08. Know your competition.

Competitive intelligence is the equivalent of internet spying, and if you aren't practicing it as a performance marketer, you're more than likely losing money. Knowing where and what types of ads your competitors are running will not only help you identify what works in the marketplace, but it will give you a leg up on them and help you maximize your revenue.

09.

09. Fraud is out there, but there are ways to mitigate it.

Affiliate fraud is a losing proposition for everyone involved. Affiliate networks lose because it's hard to retain advertisers when your program quality is suspect. Advertisers lose because fraudulent leads fail to convert into paying customers. Honest affiliates lose because there's less money to go around for the legitimate conversions. Effectively monitoring and detecting fraudulent activity isn't easy on your own, but that's where a reputable performance marketing platform can help.



10.

10. Lots of companies—large and small—run affiliate programs.

Amazon, eBay, and Walmart are just a few of the major companies who will pay you to promote their products; however, they're not the only ones. A lot of smaller businesses are also looking to the affiliate space to help spread their brand awareness, as well as their products and services. If you're concerned that you don't have the resources to launch your own program, don't be! All it takes is a little research and a reliable performance marketing software to help you manage your campaigns.

¹[Performance Marketing for Professionals](#)

²[Internet Retailer](#)

Content inspired by Murray Newlands

Murray Newlands is a successful social media consultant that runs the international social marketing media agency Influence People, based in downtown San Francisco, and has a proven track record consistently delivering desired results to his clients. Murray is a regular speaker at major events in Europe and the U.S. and focuses on social media marketing, inbound marketing, content marketing and affiliate marketing. He is also the author of [several eBooks available for purchase](#).

About HasOffers by TUNE

HasOffers provides unbiased attribution analytics for performance advertising. We believe that better attribution technology in the hands of online and mobile marketers creates higher performing advertising relationships that ultimately generate the best value for advertisers. With a mission to make mobile marketing better for everyone, TUNE (www.tune.com) creates Software-as-a-Service (SaaS) products to help marketers manage performance advertising relationships across mobile and desktop.

