



Compensation Guide

What is the best pay structure for affiliate partners?



Compensation Guide for Partners

Which payment model is right for you?



Flat



Performance



Hybrid

Upfront Payment

AKA Paid Placements, this payment model ensures an agreed upon compensation

Variable Only

This payment model pays an ongoing commission based on volume of sales, sign-ups, or clicks driven

Upfront + Variable

This model combines a small upfront fee with an ongoing commission based on performance

No Passive Income

Partnering on a flat fee model instead of a variable model can reduce long-term income.

Passive Income

Insightful, evergreen content monetized on a variable model can be a significant source of long-term, passive income

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Longer Negotiation

Before paying upfront, many merchants will require partners make a strong case for how they will produce a positive ROI

Simple Sign Up

Merchants typically have predefined commission structures and onboarding is as simple as signing up to their affiliate program

Shorter Negotiation

The Hybrid model mitigates risk for both parties. This typically shortens the negotiation process, as compared to a flat-fee model

Limited Opportunity

Thousands of merchants operate solely on performance or hybrid models. By limiting to flat fees, partners can miss out on high-earning opportunities.

Maximized Opportunity

Almost all merchants are willing to work on a performance-basis because it ensures their spend is aligned to the business value created by partners.

Growing Opportunity

Merchants (and partners) are increasingly adopting hybrid compensation models to combine the benefits of both Flat and Performance models.

VERDICT

The flat fee model is great for ensuring compensation, but misses out on variable earnings that could well surpass upfront fees.

VERDICT

The ease of onboarding and potential for significant passive income provides an opportunity to quickly monetize content and build long-term partnerships.

VERDICT

The hybrid model provides the best balance of aligned incentives. Partners can guarantee earnings from their work, and brands can mitigate risk of low performance