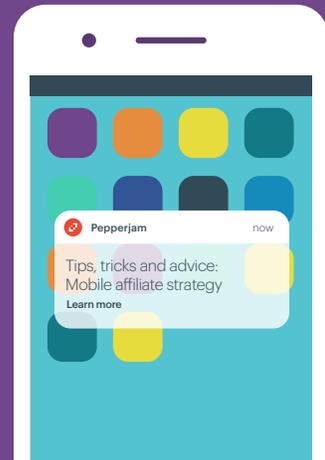


Tips, tricks and advice

Mobile affiliate strategy

When you're mapping out your mobile affiliate marketing strategy, there are a few ways you can ensure you get the most from it.



1. Ensure the affiliate tracking pixel works for mobile transactions.

Confirm that the affiliate tracking pixel is installed on mobile checkout pages, including checkout on m. sites. If tracking sales through mobile app purchases, sign-ups, or downloads, ensure affiliate tracking is installed in the appropriate place. If your tracking doesn't work properly, you could lose valuable affiliates who will drop programs that show poor results. Above all, don't forget to pay your affiliates. Pepperjam's dynamic platform allows advertisers the option to pay increased commission for sales made on mobile devices.



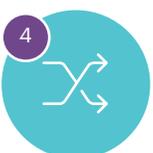
2. Use data to determine your best performers.

Make sure you have reliable reporting in place that produces accurate data. In Pepperjam Network, you can reference the Transaction Details Report to determine which affiliates are performing the best. Not every affiliate can leverage mobile effectively, so it's important to measure results and develop a strategy for your most valuable affiliates. Talk with them to understand what experiences they've had in driving mobile adoption and usage.



3. Develop mobile-specific creative and promotions.

Developing creative and promotions specifically for mobile will make it as easy as possible for affiliates to promote your brand. Having ad creative that can be used across devices will drive traffic and conversions. It's critical to ensure your content (whether it's text, images, or video) will respond to different screen sizes and devices. Be sure that your call to action's placement and size are also mobile-friendly. The IAB, Interactive Advertising Bureau, an organization that sets ad standards recommends display ad sizes for all devices.



4. Integrate mobile with other marketing channels.

Shoppers tend to start and finish the purchasing process through affiliates, so it's imperative that you invest in an omnichannel strategy. That way, you'll better understand customer behavior across all platforms, and retailers can tailor affiliate offers to deepen consumer engagement and increase ROI. It will also help you more accurately define your affiliate commission strategy.



Choose the right affiliate partners.

Recruit and optimize affiliates that have large mobile presence to increase brand engagement with a new audience. Here are a few of our recommendations:

RetailMeNot

RetailMeNot is dominant in the mobile affiliate space, with 55% of visits coming from mobile devices. Retailers have the opportunity to do targeted mobile push notifications or engage top-of-the-funnel shoppers browsing for deals and discounts on the homepage of the RetailMeNot mobile app.



Ebates is a top loyalty site that gives customers cash back when they use the mobile app to make purchases. This approach gives retailers a valuable competitive advantage.

SPRING

Spring is a cyber mall app. Browsing the app feels like Pinterest or Instagram, with lifestyle photos rather than product shots. Users can save favorites and get notifications when they have sales or new collections from those brands. Spring remembers its members' sizes and settings and stores their credit card information so you can swipe from left to right to pay.



Keep allows you to buy products from any store, anywhere, all in one simple checkout process. This is the first ever universal shopping cart. Users explore the app for clothes and accessories that are hand-picked by other Keep users. They can buy their must-haves and save others in collections (similar to inspiration boards) to purchase later.

influenster

Influenster supports engagement for your brand anytime, anywhere. With their mobile app, the company also hopes to drive "in-store activation". Consumers can use digital coupons or scan QR codes to access more product information.

ibotta

Ibotta is a mobile technology company that enables users with its smartphone app to earn cash back on in-store and mobile purchases. They partner with brands and retailers to offer rebates and discounts on consumer packaged goods, retail purchases, and restaurant dining through a mobile app, similar to traditional coupons or rebates.

Each of these mobile affiliate partners provides various capabilities and opportunities for affiliate marketers in this ever-changing landscape. In addition to changing the way people interact with traditional affiliates, mobile has also opened up opportunities for completely new affiliates that didn't exist just a few years ago. Some of the most exciting are affiliates that buy mobile advertising space in apps and mobile games.

For example, Pepperjam partner, Oplytic, offers a technology that can track app downloads and in-app sales. Oplytic creates an easy end-to-end solution for retailers who have apps and are looking to expand them, and offers solutions for brands who are looking to enter the space as a whole.

To discover more about how Pepperjam can help your affiliate program's mobile strategy, please contact us:

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