



# In-housing your affiliate program

Develop affiliate expertise in 12 months or less

For many marketers, the thought of managing an affiliate program in-house, is highly appealing as it allows brands to retain control of all the day-to-day aspects of program management. From strategy to execution—you're in the driver's seat.

Although appealing in theory, the thought of hiring an experienced in-house affiliate expert coupled with the internal stakeholders' own limited knowledge of the channel, may make outsourcing affiliate program management seem like the only viable option.

For those marketers who find themselves ultimately wanting to insource affiliate management but need to outsource temporarily while acquiring the education and skill set necessary to execute an affiliate program effectively, Pepperjam has the answer. Pepperjam has the perfect service solutions for every unique marketers' needs including a specialized track designed for the growth marketer looking for a guided and comprehensive affiliate management education with flexibility to move in-house based on your timeline. For these marketers, Pepperjam will customize an educational training track designed to get you where you want to be with developing in-house expertise in 12 months or less. **Here's how:**

## The Ascend™ Platform Pro Track: An affiliate in-housing service designed to meet the needs of growth marketers



We knew affiliate was falling short in playing its part as a scaled channel in our overall marketing mix. We also knew we wanted to expeditiously transition affiliate management in-house. Pepperjam's unique in-sourcing model and their Ascend™ platform were the perfect solution for us. Their team was committed to educating and cultivating ours so we could quickly build a solid affiliate foundation that set us up for long-term success.

- Jen Marvell | Director, Digital Marketing at Knix



To learn more about the Ascend™ affiliate technology platform and how you can fast-track to self-reliant affiliate program management, contact us at [pepperjam.com/contact](https://pepperjam.com/contact).