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Affiliate Marketing - Locating Affiliate Programs On The Web

Once you have decided to start your internet based affiliate marketing business, you will need to locate a monster affiliate program. You will need to locate a marketplace that has a wide variety of products to choose from as well as a good affiliate network management. One of the more popular reputable affiliate programs is Clickbank. In addition to large variety of products, Clickbank for example, offers stats on each program in their directory.
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There are stats that you might decide to consider when choosing a great affiliate marketplace. Some of the stats provided by the Clickbank marketplace are:
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\$/sale- How much money you can make for sale of each product
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Total\$/sale- Some products have recurring billing or additional incentives if your customer chooses to make a purchase beyond the initial sale. These totals are all added up to make up the total sale amount.
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Future \$/sale- Refers to if the product has a multiple payment structure this would be reflected as to how much you should expect to receive monthly.
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%/sale- This reflects how much percentage of the sale that you will receive. I personally do not like to promote products that do not pay at least 50% commission unless it is a recurring commission.
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%refd- This represents what part of the sales made for that product that were generated by referrals. It is a great tool for letting you know how much competition you will face when marketing a particular product. It is not necessarily a bad thing to have a healthy amount of competitors because it can also reflect that the product is selling fast.
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Grav- Gravity is one more indicator that a product is being sought after by many affiliate marketers. There are several reasons why a product may have a high gravity. If many affiliates are purchasing the products as well as marketing it, that will throw off the gravity numbers. I try to stay with products that have a balance between the gravity, referrals, and percentage of sale.
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Clickbank has a real easy system to navigate through. There is a plenty of resources on the affiliate products and they make it easy for you to manage your affiliate business. To find the right affiliate network you should search as many as possible. Good examples of affiliate networks on the web include Commission Junction, LinkShare, Implicx, PayDotCom and Clicks Galore.
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Click-through - Also known as a click. What a potential prospect does when referred from one Web site through a link or advertisement to another Web site. Click-through rate (CTR) is the percentage of clicks for the number of advertising impressions displayed. For example, if two out of 100 potential buyers to a Web site clicked on a given ad, that ad would be said to have a 2 percent click-through rate.
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Conversion rate (CR) - The percentage of visitors who take a desired action. Factors that determine conversion is decided by the advertiser and may be a sale on the advertiser's Web site, a completed lead form, or another action. Conversion rate is calculated by dividing the number of actions by the number of clicks.
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Marc Marseille is an internet marketing professional with many websites providing valuable resources to many. For more information on Affiliate programs you can visit http://vur.me/trioman/Imp target=_blankaffiliate program business opportunities/a.
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