

# THE TOP 8 AFFILIATE PROGRAMS



As a website or a blog owner, there are more than one ways in which you can benefit from affiliate marketing. Remember, the affiliate marketing program does not require the affiliate marketers to have their own products or services. Thereby, way fewer headaches with shipping and customer service for the affiliates.

You just need to place an advertisement on your sites for other merchants, and you will get a commission of every product bought from your site. Before looking at the *Top 8 Affiliate Programs*, let's look at important some quick introductory information that'll you need to know about these programs.

## AFFILIATE PROGRAM BUSINESS BASIC PAYMENT METHODS

Generally, the most popular affiliate programs offer three types payments.

- **PAY-PER-SALE (COST-PER-SALE)**

This is the most popular payment offered by most of the affiliate programs. Under this program, the affiliate marketers earn commissions from the merchant each time they will send a client to the merchant website, and that client makes an actual purchase.<sup>1</sup> Various affiliate programs offer a specific percentage of the sale as commission while others will pay you a fixed rate for every sale.

- **PAY-PER-CLICK (COST-PER-CLICK)**

Pay-Per-Click is also considered as widespread and common affiliate agreement. Under this agreement, the affiliate marketers will get fixed rates depending on the number of clients who click on the links placed on the affiliate website that leads to the merchant website.

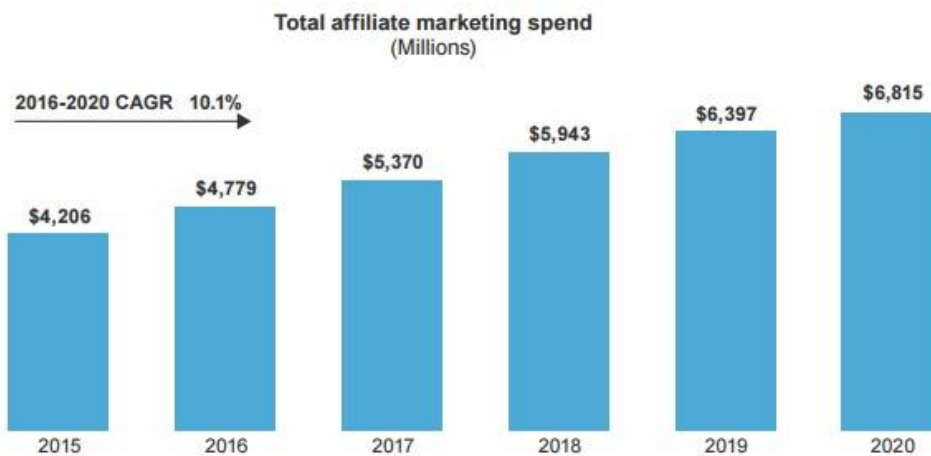
Here a purchase is not necessary to earn commissions, all that has to be done is that the client clicks the link and stays at least thirty seconds on the merchant website. Regardless of what the visitor does on the merchant site, this will not affect the commission.

- **PAY-PER-LEAD (COST-PER-LEAD)**

Here the affiliates are paid depending on of how many visitors are sent to the merchant website and then sign up as leads. For the visitor to sign up as leads, it means that the visitors will fill out the information request form on the merchant site.

Although affiliate programs offer you a very good opportunity to earn money online, choosing the best affiliate program may not be quite so straightforward, especially if you are a beginner. Remember, the affiliate programs are both beneficial to the merchant and the affiliate marketer. It's a win-win situation.

**FIGURE 1**  
**Affiliate Marketing Spend Forecast**

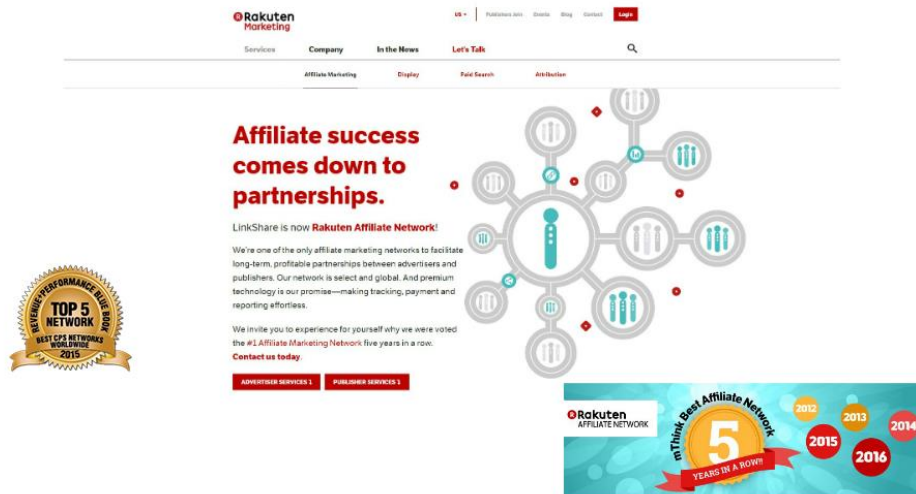


Source: A commissioned study conducted by Forrester Consulting on behalf of Rakuten Affiliate Network, January 2016

However, just like many other things, there are some affiliate programs that will benefit the merchant and the marketer more than the other. For this reason, I have prepared a list of the *Top 8 Affiliate Programs* that are not only the most popular but guarantee marketers and merchant mutual satisfaction.

# 1. [RAKUTEN LINKSHARE](#)

Rakuten Linkshare is one of the oldest affiliate partner networks that is gaining popularity very fast. To wade off competition as well as making it user-friendly, the platform come with some distinctive features. One of these features includes rotating different banner ads for specific products, making it easier to administer and optimize in the long run. Instead of having to select the ad, you would want to run on your blog manually; that will let multiple versions of ads rotate with a small piece of code.



The screenshot shows the Rakuten Marketing website. The header includes the Rakuten Marketing logo, a navigation menu with 'Services', 'Company', 'In the News', and 'Let's Talk', and a search bar. Below the header, there are links for 'Affiliate Marketing', 'Display', 'Paid Search', and 'Analytics'. The main content area features a large banner with the headline 'Affiliate success comes down to partnerships.' and a sub-headline 'LinkShare is now Rakuten Affiliate Network!'. The banner text describes the network as the #1 Affiliate Marketing Network for five years in a row, highlighting its long-term, profitable partnerships and premium technology. A 'Contact us today' button is visible. To the left of the main text is a 'TOP 5 NETWORK' award badge from 'BEST CPT NETWORKS WORLDWIDE 2015'. To the right is a circular diagram with icons representing various marketing metrics. At the bottom right of the banner is a '5 Years in a Row' award badge for 'mThink Best Affiliate Network' from 2012 to 2016.

## ADVANTAGES

### Deep linking options

One of the major advantages that come with this site is that it will give you an option of which page you will send traffic to your site. This gives you more flexibility when it comes to promoting different affiliate offers.

### Dynamic Ad rotation

Although most people may see this as a small feature, these features play a major role when it comes to optimizing your ads.

### Very simple signup

The signup for the program is very easy.

## DISADVANTAGES

### Smaller affiliate network

Although the site was established long time ago, it is not as big as major players in the business are. This means that the products to promote are not that much.

## 2. [CLICKBANK](#)

**Clickbank** is one of the most popular affiliate marketing program that deals with **digital products such as eBooks**. This website has been around for many years and is among the first affiliate websites on the internet. Another great thing about this site is that it lets all people from different occupations to sign up for a free account. Once you sign up for the account, you will have an access to millions of eBooks that other members are selling. The quality of many of the items within the Clickbank affiliate program is debatable. But, the commissions are far and above many of the others on this list and much of the reason it is rated highly within this article is history and ease of use.



For you to become an affiliate marketer here, you do not need to purchase them or seek permission to become an affiliate. All you need is to click the promote button, and you will have a platform to create your account. From here, you will receive an affiliate link that allows you to advertise anywhere. Once a person has clicked on the link you have provided and make a purchase, you will automatically get a commission for that sale.

## ADVANTAGES

### Free registration

Unlike other affiliate programs that will require you to pay an initial amount, registration will not cost you a dime. Additionally, there are no hidden charges.

### Product choice

Another advantage of choosing this program is that you will have the freedom to sell whatever you like.

### Quick payment

As a beginner, you may fear that you will lose your earning. However, Clickbank will always pay on time

### Good commission

When it comes to your commission, this is the best site. It offers you from **10-75 percent** commission rate.

### Easy process

Clickbank is one of the simplest to use site available. You do not require any prior experience as everything is laid down for you.

## DISADVANTAGES

### Delay in payments

You need to be patient at first, as you must meet customer distribution and payment threshold.

## 3. CJ AFFILIATE

Also referred as Commission Junction, CJ is a large affiliate network offer affiliate programs for a wide range of popular and well-established organizations. This program acts as the intermediary between the merchants who will provide the products to sell and the affiliates who will do the marketing. This program is very advantageous as it provides very many affiliate programs at the same place.

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## 2016 HOLIDAY INTELLIGENCE REPORT

This annual report, published by CJ Affiliate, provides affiliate marketing strategies for retailers looking to capitalize on the holiday shopping season.

[LEARN MORE](#)

[2016 HOLIDAY INTELLIGENCE REPORT](#)

**ADVERTISER (MERCHANT)**  
Connect with More Consumers Through CJ

**PUBLISHER (AFFILIATE)**  
Earn More When You Promote CJ Advertisers

**Ryan Hudgins**  
IHG

I want to sell products and/or generate leads and have budget to pay commissions on these conversions.

[APPLY TO BECOME AN ADVERTISER](#)

**Marissa Javaid**  
WhaleShark Media

I want to earn commissions by driving traffic and conversions to advertisers.

[FREE PUBLISHER SIGN-UP](#)

This will help you in checking the reporting and tracking the sales for any program you decide to promote. You also have the option of choosing from different companies that offer different products and services. These include things such as fashion accessories, health and beauty products, electronics and online services such as web hosting and much more.

## **ADVANTAGES**

### **Gives you a large platform**

Commission Junction has over three thousand merchant partners offering millions of products. This makes it easy for you to find a suitable add for your site regardless of the niche you concentrate on.

### **Easy to use**

Since the platform offers millions of products to be advertised, it is easy to choose your preferred goods and services and start making a profit.

### **Great reporting capabilities**

The company offers impressive reporting capabilities as it will enable performance optimization tweaks that lay a major role in their ad configuration.

### **Gives you access to various data**

This will help you especially when you are finding a suitable program to join. The most useful tool here is the EPC that refers to how much an image can make a hundred impressions.

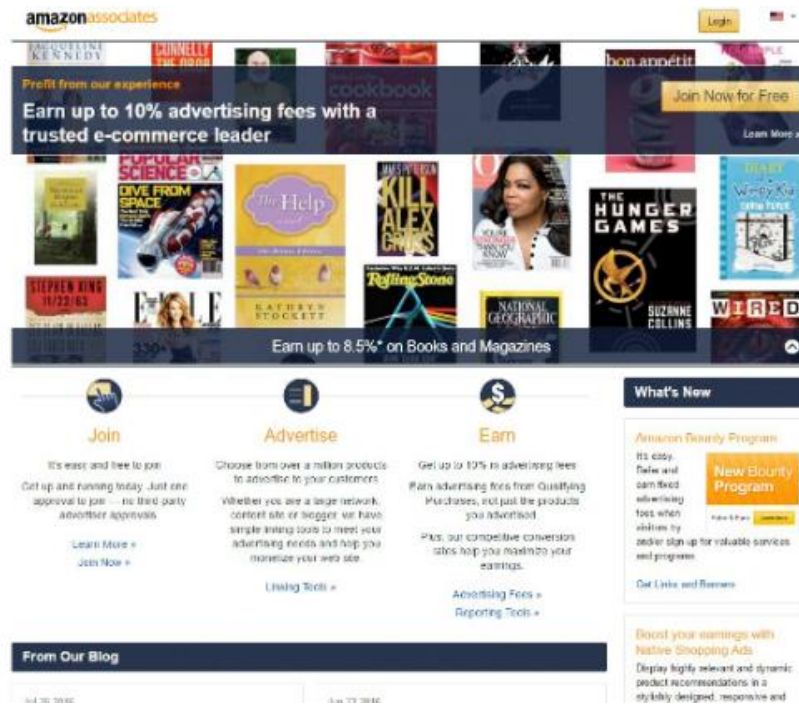
## **DISADVANTAGES**

### **Long delays in payments**

The biggest disadvantage of using CJ is that there are long delays in payments as the company waits for the money to be sent from the merchant before paying out a commission to the affiliates.

## 4. AMAZON ASSOCIATES

Amazon is the largest affiliate site that offers numerous advantages to sellers and affiliates alike. With more than one and a half million sellers, this is the perfect place for beginners to start affiliate marketing. This site is also an excellent option for advanced affiliate marketers who can create custom tools and websites that have APIs and as well as Amazon implementations. As a beginner, you will need some form of a platform where you can promote your products. The most common way of doing this is through your blog or website.



Another great thing about Amazon affiliate program is that you will have a choice of promoting products that interest you. You can promote the products by writing reviews or articles about the products. The earning potential in Amazon affiliate program is unlimited. Unlike other companies where you will earn by promoting a single product, Amazon offers you with a unique link that earns you a commission each time a customer purchases any product from the site.

## ADVANTAGES

### Easy to use

Amazon offers a user-friendly interface that is friendly for both beginners and experienced marketers

### Very flexible

Millions of product can be purchased here. This gives you many ads that will interest your visitors

### Large partner network

This platform has more than one million merchants. No other affiliate program comes close to this

### Very popular

Amazon is one of the most popular sites across the world. Millions of people trust this brand.

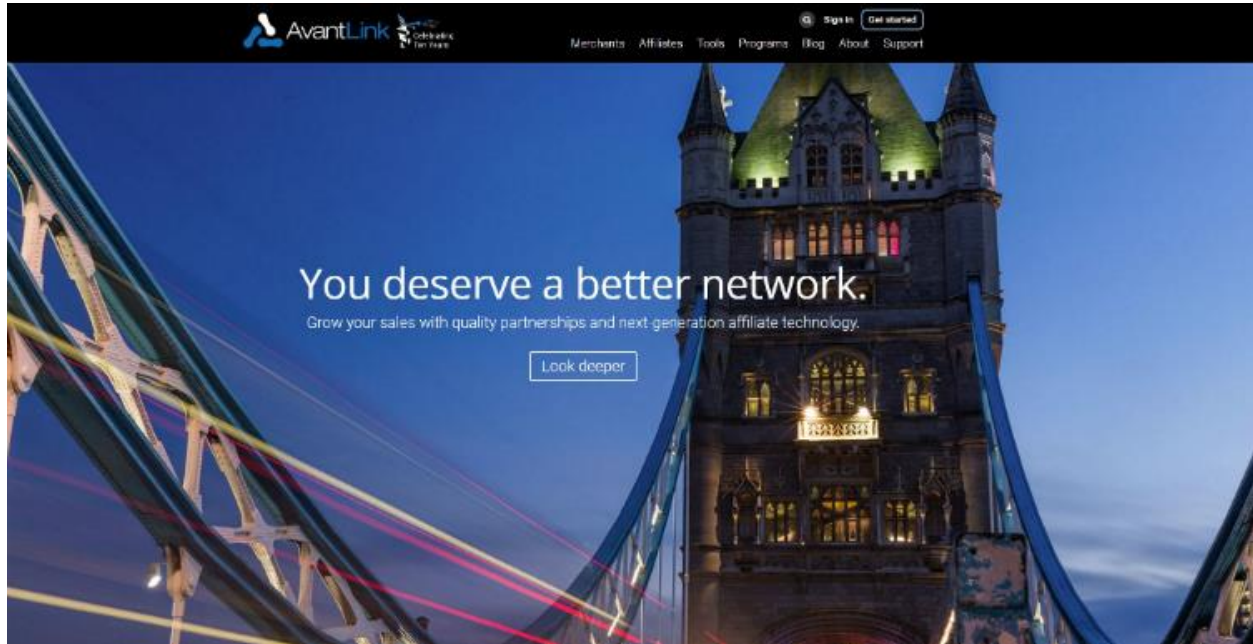


## DISADVANTAGES

### Low commission rates

The commissions start from 4 percent. This means that you will need to generate higher volumes of sales for you to make your business sustainable.

## 5. [AVANTLINK](#)



As another best affiliate in our list of the top 10 affiliates, AvantLink connects businesses with marketers where the merchants will take the advantage of affiliate marketing to boost their sales. Here, the merchants will need to provide info about the affiliate program set the commission charges and all the necessary details about their products. In the other words, the affiliates will take this information into the market and earn commission after selling the products. The system will handle all the sales and commissions well.

## ADVANTAGES

### Many merchants available

One of the best things about this site is that you will find a merchant who you can promote his goods or services easily. This is because the program has very many merchants who need their products to be marketed.

### Wide range of categories

Besides the large number of merchants available, there are also various categories to choose from. This means that you can find a suitable product to promote on your blog or website.

### Great for beginners

Although the program has some advanced features it does not mean that as a beginner, you cannot jump to this platform. The program has a simple and user-friendly user interface that is easy to understand.



# DISADVANTAGES

## Not the best customer support

First, it lacks a live support. This means that you need to contact them via mail and this may take a while before you get a response.

## 6. EBAY

You can become an affiliate eBay within a few clicks of your mouse. You just need to scroll down to the bottom of the eBay home page and find the affiliates link. Click to the link and you will be redirected to fill out the application. One great thing about eBay is that you can either decide to sell new products or items that you no longer use another trick that can help merchants is to buy items at a lower price then resell them at a higher price. The affiliate marketers also benefits in a number of ways. First you can earn money by just persuading people to register with eBay or refer them to purchase items on this site.

The screenshot shows the eBay Partner Network website. At the top left is the eBay logo followed by 'partner network'. The main heading is 'Become an eBay Affiliate'. Below this, there is a paragraph describing the program: 'eBay Partner Network is eBay's in-house affiliate program. We provide publishers with solutions to monetize their websites, social pages, mobile apps and other online properties by driving high-quality traffic to eBay.' This is followed by a sub-heading 'eBay Partner Network's Competitive Advantage' and a paragraph explaining why it's attractive. A bulleted list of benefits follows, including competitive earnings, referral bonuses, access to a large marketplace, global reach, and dedicated support. To the right of the main text is a white box with a blue border containing the text 'Apply Now to the eBay Partner Network' and a blue 'Apply Now' button. Below the main text, there are sections for 'First Steps to Get Started' and 'Begin Earning Money for Referring Buyers'.

For the best results, you need to have your own website that contains the product or keyword you are promoting. For each product brought from your site you will earn a handsome commission. Additionally, very many people are registering with eBay. You will get around 25 to 35 bucks for every person who registers from your site. For advertising, you can use different tools such as creative tabs that have colorful graphics interactive ads that you can place on your website or blog you attract visitors to come to eBay pages.

## **ADVANTAGES**

### **Seasonal discounts**

eBay gives impressive seasonal discounts on different items throughout the year. Since everyone would want to purchase the item at the lowest price, as an affiliate marketer, you will sell very many items, adding to your commission.

### **Diversity of products**

eBay has very many merchants offering millions of products to the service. With this you can choose your favorite category or a category that is best selling.

### **Better payment methods**

All the payments are made through PayPal. You do not need to wait for more than 30 days before receiving your payment.

### **Better commissions**

Unlike other affiliate programs that pay very little commission, this program offers much more.

## **DISADVANTAGES**

### **Not great for beginners**

Not the best for beginners as you need a website that has traffic else you will reach the payout threshold needed.

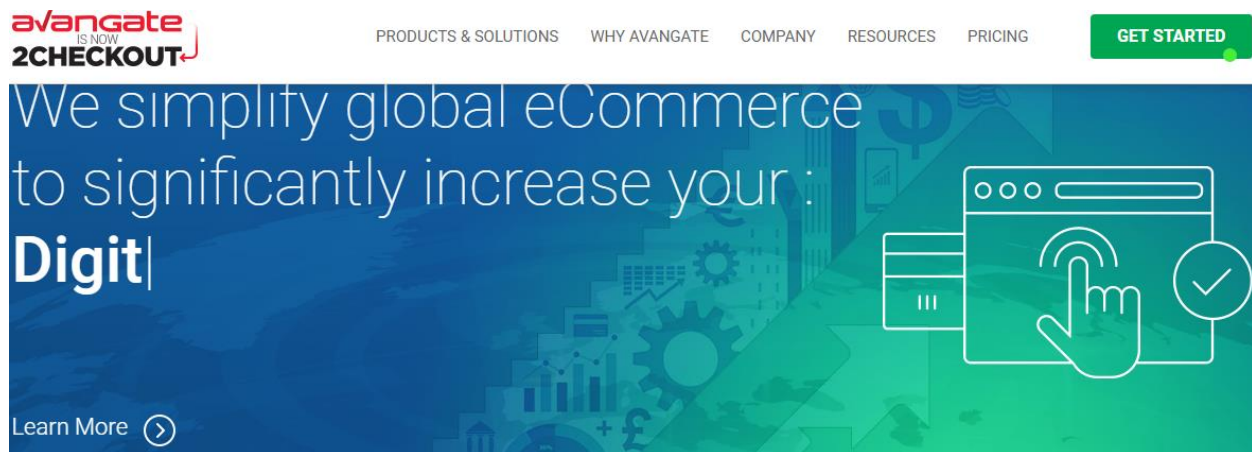
### **Fluctuating payment**

The payment that you will receive will depend on the pay per click mechanism. This means that you will need to attract high numbers of people to the site.

## 7. AVANGATE

If you love, technology or things related to technology such as computers or software, this is the affiliate program for you. This platform will provide both the sellers and affiliate marketer, as they will have a common goal of making a profit. To ensure public trust, the brand only offers high quality and original content. This makes it a quite difficult to enter for your first affiliate program, but the results are exponentially higher than the rest on this list.

This platform gives clients from different walks of life of easily find high quality and free software. Generally, this is a market proven e-commerce business solution that allows software is making firms embrace the trade shifts, reach their clients easily as well as adopting business models.

The image shows a banner for Avangate, which is now 2CHECKOUT. The banner features the company logo in the top left corner, a navigation menu with links for 'PRODUCTS & SOLUTIONS', 'WHY AVANGATE', 'COMPANY', 'RESOURCES', and 'PRICING', and a prominent green 'GET STARTED' button. The main text of the banner reads 'We simplify global eCommerce to significantly increase your: Digit|'. Below this text is a 'Learn More' link with a right-pointing arrow. The background of the banner is a blue and green gradient with various icons representing digital commerce, such as a hand touching a screen, a credit card, and a checkmark.

## ADVANTAGES

### Reliable payment

If you are an affiliate marker, you will benefit from high percentages commissions that are paid in a timely manner.

### Backed by a cloud platform

This site is also backed by a cloud platform that mainly concentrates on online e-commerce global payments for software, subscription billing, etc. these software will leave you a substantial amount of commissions.

### Large clientele

The firm is large with more than 4000 digital business from all over the world. They include Kaspersky lab, HP software, Bitdefender, Absolute Software, etc.

## DISADVANTAGES

### Offers only digital products such as software

Although it is not necessary, you might need some prior knowledge before starting out here.

## 8. FLEXOFFERS

Flexoffers.com is another well-known affiliate that we have included in our top best affiliate programs. This program is well-established affiliate marketer that has gained a lot of reputation because of offering big offers on digital products, keeping their affiliates relevant. When a company offers large offers, more clients are likely to purchase, meaning more money to the merchants and affiliates.



## ADVANTAGES

### Diverse offer range

The programs offer hundreds of thousands of digital products, meaning that you will definitely have the chance to find the one that is relevant to your website.

### Flexible payments

Unlike other websites that you will have to wait for more than two months, Flexoffers give you more flexible payments and payment options

### Accepts all affiliates from all over the world

Flexoffers also accepts all type of traffic and affiliates from all over the world. This means that anyone can apply.

## DISADVANTAGES

### Commissions are not so great

Although we cannot classify it one of the lowest paying sites regarding commissions, the rates are a bit lower especially when you compare with other sites doing the same.

## **TOP 8 AFFILIATE PROGRAMS SUMMARY**

Although each of the affiliate programs has its own advantages and setbacks, the best way to find the best network for you is to try several of them simultaneously. Remember there are even people who are pursuing multiple affiliates programs to maximize their gains.

All in all, my list of the top 10 affiliate programs will give you all the data you require to know about all the networks for you to make a more informed decision. Good luck!