

# How to Evaluate an Affiliate Marketing Opportunity

By George Papazoglou

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Before registering for an affiliate program, it is imperative that you verify that the upcoming partnership meets the criteria below:

- \* You get the credit on all referring sales, including: sales by phone, fax, snail mail and every other conceivable form of registered sale.
- \* The Affiliate Program you're promoting supports a minimum of 30-Day Cookie Sessions and Must Credit all Sales during this period.
- \* The Program pays affiliate's commissions on time and provides robust support on associates' concerns.
- \* Has a minimum Click-to-Sales Ratio of ~0.3%.

Other factors that affect a long-term relationship with the endorsed Merchant, is honoring commissions on all reorders and recurring cuts for the lifetime value of the customer.

Associate programs that offer recurring commissions offer both IP and Database tracking plus lifetime cookies.

Even if your referral places an order using another credit card, removes cookies, buys a new computer, or even moves to another physical location, you'd still harness credit on reorders.

The process is simple to crediting all sales; the affiliate tracking software associates certain database fields that identify the

customer, thus crediting each and every upcoming sale.

The loophole with major affiliate marketing networks, is that they're actually solely benefiting the merchant than the associate.

Mega Associates are usually correlated with independently-run affiliate programs - the so-called "in-house" associate programs.

That's one tiny little-method that Mega Associates jealously retain secret; promoting "niche" marketing programs with little competition and immense profit potential!

So, the next time you're evaluating an affiliate marketing opportunity, make sure that it meets the above criteria and the dividends will surely impact your ever-growing bank account...

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About the author:

George Papazoglou is the author behind "Secrets of the Mega Associates" and creator of the <http://AssociateShare.com> web site.

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