



10 predictions for the affiliate industry in 2019

With the coming months bringing Brexit, online taxation and more regulatory scrutiny, 2019 might appear to be an even more hostile environment for the digital advertising and e-commerce sectors than last year. But, with the affiliate marketing industry well positioned to capitalize on many of these dilemmas, Awin predicts where the possible difficulties and opportunities can lie ahead for it.

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Introduction

2018: A year of controversy for ad tech

GDPR. Cambridge Analytica. Mark Zuckerberg's subsequent bizarre 'interrogation' at US Congress. A global walkout by Google staff in protest of the firm's handling of sexual misconduct allegations internally. Worker strikes at Amazon warehouses.

"GDPR signified a regulatory line in the sand for how the online value exchange should work."

To say 2018 was a bumpy year for tech companies is no understatement. The unrestricted growth and success they had enjoyed for so long reached a point of inflexion. A growing realization from governments, regulators and the wider public set in over the course of the year that recalibrated the scales, acting as a counterbalance to the unparalleled influence and power of these giants.

Europe's GDPR was of course the most prominent of all the regulatory initiatives to launch in pursuit of this objective, attempting to take back control of personal data from private companies and place it into the hands of individual citizens. The full impact of this will play out in the coming years, however the legislation did signify a regulatory line in the sand for how the value exchange that underpins much of the online economy should work.

Whether accessing search engines, maps, news content, social platforms, chat apps, email or much more, the services provided by many such companies rely upon the monetization of the data they acquire from the people using them. That exchange sits at the heart of the online advertising industry and yet is one a majority of users have remained largely ignorant of until the kind of controversies we saw in 2018.

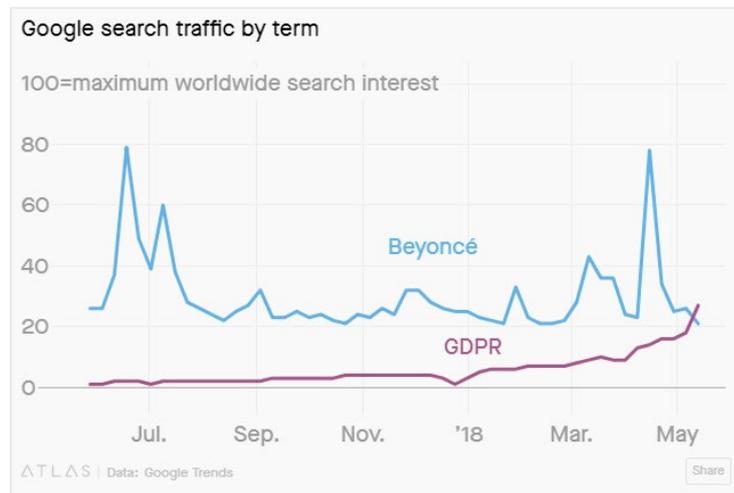
For the affiliate industry, at once a distinct segment of the wider digital ad sphere while also its microcosm, this theme seemed particularly pertinent. Most affiliates are sat at the crux of this exchange, facing both consumer and advertiser. Serving the needs of both, while sustaining their own business, is a delicately poised balancing act.

Thanks to that proximity, their ability to articulate the benefits of this exchange places them in a position of significant influence and value. In 2019 we can expect to see that value emphasized.

Of course, dilemmas like these evolve over time and are not simply reset or rebooted at the start of a new year. The themes we witnessed in 2018 will persist and continue to develop over the coming months. Taking into account that context, here are our predictions for what lies in store for the global affiliate industry in 2019 and beyond...

Tech gatekeepers will force a fundamental review of online tracking

The fact that private tech companies are leading the current revolution in online tracking instead of public regulators is telling. While Europe's GDPR dominated headlines in 2018 ('GDPR' was [briefly bigger](#) than 'Beyoncé' as a Google search term the month it came into law), its impact beyond innumerable consent pop-ups and emails being sent has been relatively negligible so far, Google's [recent fine](#) from the French watchdog CNIL aside. Indeed, legal precedence may start to coalesce around the position that widely adopted consent tools are simply not fit for purpose,



Source: Google Trends

Much less touted, and yet far more impactful, are the iterations of Apple's Intelligent Tracking Prevention initiative. As we've [previously discussed](#), the enforced update has led to a scramble across the industry with tech providers desperately seeking to ensure their tracking is compliant. As of early January 2019, Awin estimates that around 80% of its clients globally are now tracking affiliate activity through its Mastertag (a staggering 95% of Awin clients

using Mastertag in the US), guaranteeing compliance with the new process thanks to its use of first-party cookies.

However, the widespread panic and flurry of updates that Apple's action provoked across the industry demonstrated simultaneously the benefits and dangers of the power these gatekeepers hold over the online ecosystem.

There's no doubt that with a litany of recent data privacy scandals surfacing, a move by a prominent tech company to suppress unnecessary online tracking is a positive contribution to the dispute around how companies should be allowed to follow users on the internet.

However, it's also worth recognizing the manner in which updates like this are rolled out and the absolutism of the approach. Companies like Apple wield huge power and any small change can have devastating consequences for those businesses that have hitched their proposition to such giants' platforms. The absence of a public or regulatory debate over the merits or otherwise of such wholesale change is a dangerous prospect.

ITP 2.0 is clearly part of a general zeitgeist movement toward a more transparent and ethical approach to online tracking. In 2019, we can expect the ad industry to fundamentally review the means by which it tracks users online with other browsers also rolling out similar changes.

Mozilla has also launched its own similar changes to Firefox with its Enhanced Tracking Protection, shifting the default browser setting for Firefox Focus to one that automatically blocks third-party cookie trackers and gives users the option to block all cookies if they so choose.

The increasing popularity of a privacy-first browser like Brave, which saw its monthly active user base [grow from 1m to 5.5m in 2018](#), is indicative of a wider awareness and interest from online users in seeking out ways to connect online without having to give up personal information about their movements and interests.

With the online population's view on being tracked an increasingly hostile one, and the tech gatekeepers seemingly more open to giving users the changes they want to see, it will be a precarious year for those businesses overly reliant upon both parties and the notions of their decisions. Advertisers, affiliates and networks will have to be nimble and respond quickly to a set of goalposts that are likely to be constantly moving in 2019.

"ITP 2.0 is clearly part of a general zeitgeist movement toward a more transparent and ethical approach to online tracking."

Industry consolidation will herald the rise of the 'Uber Affiliates' and a new opportunity for collaboration

The last couple of years have been notable for a series of headline-grabbing acquisitions within the affiliate industry, as many of the more established players began to consolidate their positions at the head of the table.

GoCompare.com [purchasing MyVoucherCodes](#) at the end of 2017. MoneySupermarket's [acquisition](#) of the comparison site specialist Decision Tech in March last year. Groupon then following that with their purchase of Vouchercloud's parent [Cloud Savings Company in May](#). Germany's Global Savings Group recently [buying the browser-based shopping extension Pouch](#). And the current attempted [merger of the UK's two top cashback sites](#), Quidco and TopCashback.

The latter's investigation by the UK's Competition and Markets Authority, which hopes to ascertain whether or not the merger will ultimately bring about benefits for consumers, emphasizes the potential pitfalls of this kind of movement within an industry. A consolidation of power and variety in a market can naturally lead to a lack of competition with possible price hikes.

However, while that threat remains a very real one, the shift towards a less fragmented market may also lead to some valuable benefits that advertisers, consumers and the wider industry would gain from.

Although monopolization, as we go on to state a little later in the case of Amazon, is a grave threat to any industry's ability to innovate and remain competitive, too much fragmentation can also prevent progress.

"Too much complexity can appear off-putting to those that might otherwise invest in the affiliate channel."

Building enough consensus among peers to effectively self-regulate becomes nearly impossible. But with enough power and influence concentrated among a selection of players, with the right principles in mind, real change can be devised and enforced.

Too much complexity can appear off-putting to those that might otherwise invest in the channel too.

The affiliate industry already struggles to make itself heard at an executive level over the incumbent digital noise of display, search and video. By consolidating the offerings of some of our

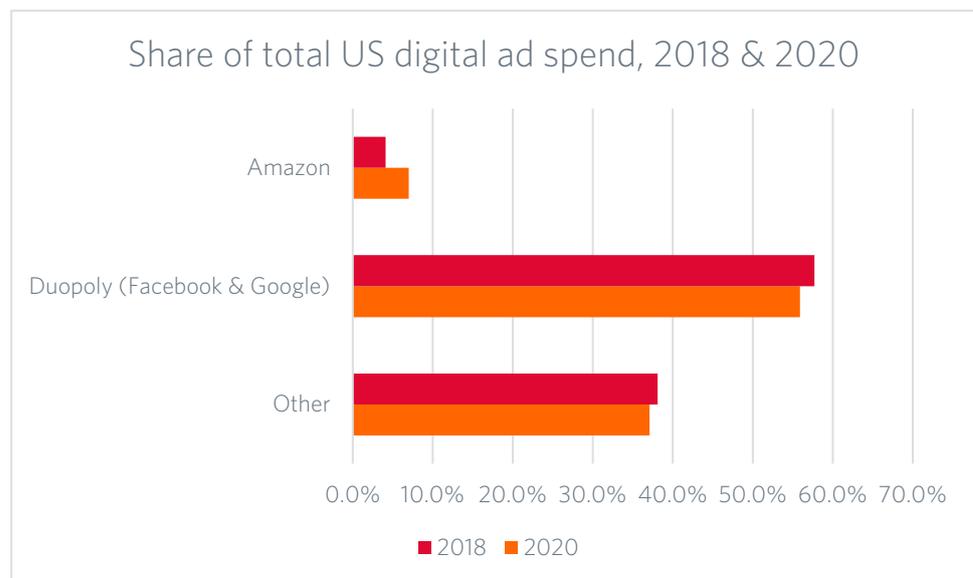
biggest proponents, might we more effectively state the case for changing that status quo? Streamlining affiliate partnerships for advertisers, allowing them to access a better variety of tools and tech for reaching audiences across more aspects of the web in a simpler fashion.

Striking the right balance between too much consolidated power and too little will be the challenge for the affiliate industry in 2019.

Amazon will represent a bigger threat than ever before

Speaking of monopolies... with Google and Facebook sewing up the digital advertising market so successfully, Amazon's growth of its own ad business has gone relatively unnoticed. More time has been spent analyzing its threat to conventional retail and its high-profile acquisition of Whole Foods than on how it is beginning to monetize its platform.

Last year, Amazon overtook Microsoft and Oath as the third-biggest digital ad seller in the US. Although it still languishes some way behind the established duopoly, its growth and potential suggest we might soon be having to refer to a digital 'triopoly.'

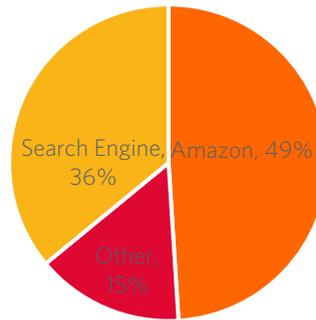


Source: eMarketer, September 2018

This has been on the cards for some time. The fact is, Amazon sits upon a trove of hugely valuable first-party consumer data based on interactions within an environment where users are primed to shop. That trove has been deliberately grown in the last few years thanks to a series of initiatives built around its Prime membership scheme, seeking to make their service even more indispensable to users.

That tactic is working too. Increasingly, online shoppers are turning to Amazon first when searching for products. As [Mary Meeker's report](#) found in 2018, Amazon now dominates that product research phase, ousting even the likes of Google from this valuable marketing stage.

Where do you begin your product search?



Source: *Internet Trends Report 2018, Kleiner Perkins*

Where does this leave affiliate marketing then? Well, it's hard to see the positives for the industry with another giant taking even more of the available ad spend pie. Amazon's developments increasingly shift its marketplace into a position that make it a virtual 'walled garden of e-commerce,' offering brands a space to advertise to consumers directly within it, and for consumers to research and buy products without recourse to the wider web.

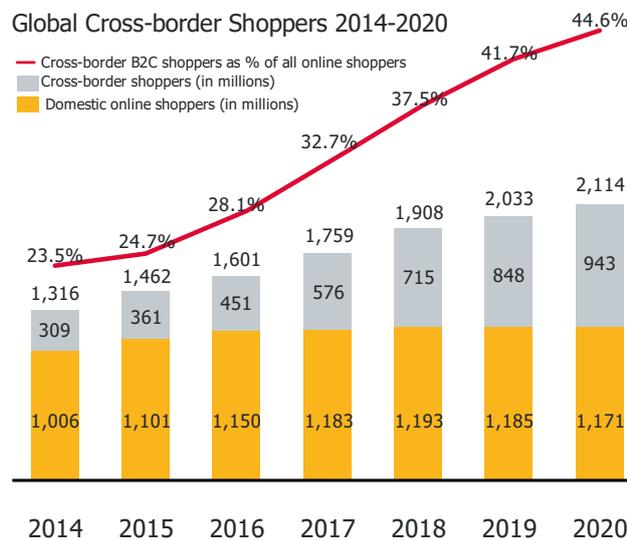
While that's clearly not great for most affiliate propositions, it's potentially a dangerous predicament for advertisers too. With more ad budgets being invested into this space, it decreases diversity of spend and concentrates reliance upon a dwindling number of promotional partners. The duopoly already dominate ad spend globally. With the dangers of that dominance clear to many who have had their fingers burned by a lack of transparency and control when working with Google and Facebook, Amazon's evolution into an advertising platform should be ringing alarm bells.

Perhaps there's some irony to the fact that the business which popularized the affiliate model is now a threat to the industry it spawned. But there are reasons to still be hopeful. Many retailers and mass media publishers [recognize the threat](#) Amazon represents and are actively seeking out a more diverse set of partnerships to help bring a healthier balance to their advertising incomes.

Networks have gone to great lengths to make affiliate marketing much easier to incorporate within a standard digital advertising strategy now. With enough desire from publishers and advertisers, the channel can offer a solution that provides a built-in counterweight of digital diversity. It will be the responsibility of vendors like Awin to ensure the facilitation and integration of additional routes to market is both straightforward and seamless.

International trade disagreements may hinder cross-border e-commerce growth

A study from Accenture and AliResearch a few years ago emphasized the growing trend of consumers buying from overseas retailers, suggesting that by 2020 almost 45% of them would be shopping internationally on the web.



Source: Accenture & AliResearch 'Cross-border B2C E-commerce Market Trends'

This might have seemed a pretty sure bet at the time. The internet's borderless nature encourages a roving instinct among users where geographic boundaries no longer apply. With improving and progressively standardized e-commerce platforms, a surge in the popularity of global retail events (like Black Friday or Singles' Day) and the increasingly efficient logistics of delivery and returns, consumer confidence in buying from non-domestic brands has been riding high

That rosy picture faces challenges that could disturb prospects for continued growth, largely thanks to global trade disputes.

The UK's future relationship with continental Europe has so far delivered only a severe lack of clarity on how UK businesses will be able to export and import goods to its EU partners after it departs, inciting much anxiety from across a host of different industries.

Despite the government negotiating continued membership of the [Common Transit Convention](#), even in the wake of a potential 'Hard Brexit,' [experts insist](#) this still won't ensure 'frictionless' international trade.

Meanwhile, although China's [new e-commerce laws](#) promise to empower citizens there to buy even more from abroad this year, the impact of its tariff war with the US is already being felt domestically with export rates falling and the economy's growth stagnating. Tit-for-tat retaliation from Beijing has meant that both nations are contributing to a hostile environment for cross-border trade that will hinder such e-commerce activity.

In Australia, where consumer appetite for foreign retailers has led to public debate around unfair competition for domestic equivalents, a new Goods and Services Tax (GST) was introduced at the start of 2018 in an attempt to level the playing field. More recently, the Australian government has even threatened to crackdown on those foreign businesses evading these fees by [geo-blocking their websites](#) from Australian consumers.

“Affiliates have played a key role in the popularization of cross-border activity.”

Such protectionist impulses signal a very real threat to cross-border sales growth. For affiliates, this could be disturbing news. A growing number of affiliate partnerships involve cross-border sales. Affiliates have played a key role in the popularization of cross-border activity. They offer advertisers a hugely effective means of tapping into new international markets with their invaluable connection to local consumers.

With current politicians seemingly determined to complicate the nature of global trade, this may be a harder nut to crack in the future.

A new emphasis on customer value rather than just customer acquisition

2018 was the year the novelty of Black Friday appeared to wear thin. In preceding years, the event had taken the world by storm, eagerly adopted by markets outside of its Thanksgiving origins and identified by brands as a key opportunity to acquire new customers online. In exchange, advertisers competed for consumer attention by offering eye-watering, headline-grabbing discounts.

The tactic worked as planned. Consumers were drawn to the event and happy to buy from brands they hadn't engaged with previously. But, as more advertisers jumped in on the action and deals became available ever earlier in an attempt to maximize market share, the increasingly pervasive availability of these discounts trained consumers to exploit the conditions to their advantage and foster a general feeling of weariness or indeed indifference.

"In 2018, we witnessed a dilution of the urgency that Black Friday had historically fostered."

Online shoppers have become accustomed now to finding competitive deals at almost any time. In 2018, we witnessed a dilution of the urgency that Black Friday had historically fostered with more growth generally occurring on days either side of the event itself.

In the UK, something of a trendsetter market for Black Friday's online standing, the credit card and payment services provider Barclaycard [reported](#) that although the volume of transactions on the day was up against last year, the actual amount of money spent by the population had declined. Here too we can perhaps

see the effect that big discounts have had and, as Awin described in [our own analysis of the event](#), discount code and cashback publishers have been highly effective in connecting shoppers across the globe to the savings they desire.

For Suzy Ross, senior adviser for retail at Accenture Strategy, the short-termism of such deep online price cutting is [no longer a feasible tactic](#) for retailers. She states, "Retailers need to start fixating on their loyal high-value customers and on not losing those customers."

Thankfully, affiliates offer a sophisticated enough channel by which to do this too. New affiliate entrants like RevLifter and Increasingly have been welcomed by retailers keen to use their technology to cross and upsell more effectively on their own sites.

It's not just through working with new partners that brands can use affiliates to shift their focus towards more valuable objectives like lifetime value and higher basket values.

Part of the beauty of affiliate marketing programs is their flexibility. For advertisers, they represent a virtual chemistry set of marketing which can be adapted and experimented with to incentivize the specific goals of their company. Whether it's by tinkering with tiered commission groups for inciting more valuable purchases, establishing bounty thresholds for affiliates to hit precise targets, or feeding additional post-transaction data points into reports to identify those partners delivering the right kind of customer, an affiliate program can be shaped to any purpose.

"Affiliates offer a virtual chemistry set of marketing which can be experimented with to incentivize specific goals."

Black Friday 2019 may not deliver the same volume of activity we've seen in years past, but in mimicking a common theme within the channel, it may be time to pay more attention to the quality of those sales.

5G won't revolutionize digital advertising...yet

It would be remiss of us not to mention the current darling of ad tech forecasters everywhere. 5G seems to feature prominently as one to watch and it's not hard to see why. The promise of a wireless network up to [1,000 times quicker](#) and with 100 times less latency than 4G is an alluring prospect for marketers.

Verizon's Nikola Palmer, who has overseen the [initial launch](#) of the technology in a selection of US cities already, has suggested the upgrade "has the potential to usher in the fourth industrial revolution." Its impact is anticipated to be felt almost everywhere, from AR and VR, to the Internet of Things and driverless cars - all of which require huge amounts of data for their processing.

"Perhaps the very idea of 'web pages' may seem anachronistic in the era of 5G."

For digital and affiliate advertising, the practical benefits lie primarily in the question of speed. Vastly improved access to the web via mobile devices will remove many of the obstacles and frustrations that consumers currently experience online. Page load times will rapidly speed up, negating the need for ad blockers from a performance perspective, and the ad formats themselves will be able to deliver far higher quality and more personalized content too. Perhaps even the very idea of 'web pages' may seem anachronistic in the era of 5G, where connected devices are predicted to open up advertising opportunities everywhere.

Be that as it may, it is optimistic to assume the coming year will see that vision come to fruition. It's still very early days for the technology from an infrastructure perspective, before we even consider a commercial one. Most countries [around the world](#) are only now in the midst of setting this infrastructure up and testing its capabilities, and it's much more likely that we won't see the kind of mass adoption of 5G that will really impact the shape and scale of advertising for a few more years.

Web tax initiatives may squeeze e-commerce margins in 2019

Donald Trump's [Twitter attack](#) on Amazon last March accused the company of using the US Postal Service as its own "delivery boy." Although the president's tweets can often appear to put him at odds with much public sentiment, the targeting of Amazon and its taxation practices certainly jived with what many feel is a chronic problem with the tax contributions of digital and e-commerce giants that needs solving fast.

The rise of e-commerce at the expense of the 'traditional' high streets and shopping malls has gathered momentum as a popular narrative amid the epidemic of shop closures around the world. In early 2019, a shopping center in Scotland made headlines when it went on [sale for £1](#) (\$1.3m USD) because its owner said it no longer made enough in rent to cover the costs of maintaining the building itself.

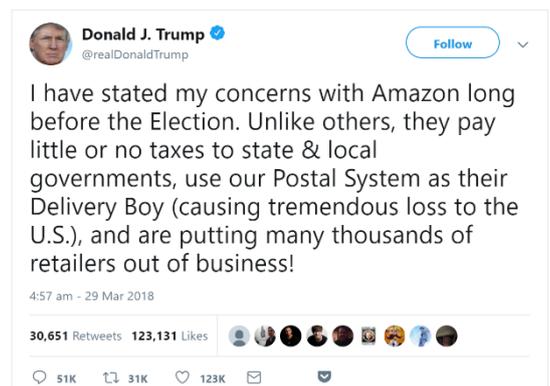
It's therefore unsurprising to see nations attempt to combat this dilemma by devising new taxation laws targeted specifically at online businesses.

In Italy, the introduction of a new '[web tax](#)' is intended to target the funds of those providing digital services, including online advertising, to Italian businesses. What was initially suggested as a 6% rate for each digital transaction was subsequently watered down to 3% and is expected to bring in around \$686m a year for the government once it is successfully implemented.

A similar 3% 'digital services tax' is also [being discussed](#) by the European Commission as an interim measure for its member states, as it deliberates over how to more effectively tax the most powerful players in the digital economy. A proposed reform of current corporate tax rules, which would tax certain digital businesses by virtue of them having met the criteria of having 'significant digital presence' in a member state, is also on the cards as a more long-term objective for the EU.

Despite leaving the EU, the UK is already debating the introduction of similar new tax laws focused on digital entities. A digital services tax is expected to come [into force in 2020](#) with the UK Chancellor declaring that "it is clearly not sustainable or fair that digital platform businesses can generate substantial value in the UK without paying tax here."

The US has already witnessed some notable changes in online tax laws with the introduction of the so-called 'Affiliate' or '[Nexus Tax](#)' laws that changed the way in which companies residing in one state



Source: @realDonaldTrump, 4:57am, 29/03/18, Twitter

but delivering services in another could be taxed by those states. In addition, we now have the [Treasury's report](#) into the state of the US Postal Service, at the request of Trump, featuring advice that the service should "impose higher rates on general e-commerce goods and other non-essential items sent through the mail."

Taken together, these changes point towards a wider desire to redress an imbalance that is perceived to favor online retailers and businesses. This year we can expect more of these initiatives to come into effect with the result that profit margins for such businesses will be squeezed, potentially impacting consumer prices or advertiser investment within the industry.

Affiliates' proximity to consumers will insulate them from 'digital deadheading'

Aside from the '5G Revolution,' the other trending phenomenon in the wider marketing industry this year has involved a lot of fawning over the efficiencies and benefits of the 'Direct to Consumer' (DTC) model for brands. The current exemplar is Dollar Shave Club, who successfully went from launch to a \$1bn acquisition in just five years, welding this model to a digital-first approach.

The advantages of this tactic for brands are many: a direct relationship with the consumer that extends the opportunity for generating post-sale value, no need to rely upon wholesalers or retailers to sell your product, and arguably less reliance upon external parties to promote your brand, relying more upon in-house strategies to market your product.

Dollar Shave Club and similar companies using the DTC model have captured the attention of many of the incumbent brands who are keen to streamline their operations and emulate the immediacy they've been able to cultivate with their shoppers.

Gillette is the resident powerhouse in Dollar Shave Club's field, and Marc Pritchard, CMO of their parent Procter & Gamble, has long expressed a desire to achieve this kind of status for the conglomerate's various branded offshoots. In 2017, he criticized the opaque nature of the online advertising supply chain and, more recently, has cited a desire to develop a "constant connection with the consumer" across the company by investing in internal teams to resolve marketing issues rather than outsourcing them to agencies or other advertising partners.

This strategy saw P&G, the world's biggest advertiser, cut their digital ad spend by [some \\$200m](#) in 2017 while still witnessing a 10% increase in their reach. The experiment sent shockwaves through the digital advertising world and has left some of their previous partners permanently cut out of their spending plans.

P&G's tactics often set a precedent for the wider industry. This kind of 'digital deadheading' could come to the foreground as brands begin to question the value of the extensive investment they've made in online partnerships that struggle to drive direct value back to them.

"In 2017, P&G cut their digital ad spend by \$200m while still witnessing a 10% increase in their reach."

Affiliates though have little to fear in this regard. Their close relationship with consumers as highly-valued sources of information means they are well insulated from such a threat and they can provide exactly the kind of direct relationship with consumers P&G is hoping to develop and that DTC brands have successfully executed. The channel's natural efficiencies and invaluable relationship with consumers makes it a far less dispensable part of the digital ad chain.

Content monetization dilemmas will receive new attention

Just in case you hadn't had enough of EU-led digital regulation, 2019 brings the subject to the foreground again in the form of the EU's Copyright Directive. The controversial legislation, which in September 2018 received a majority backing from Members of European Parliament (MEPs), has attracted the ire of numerous advocates of the open web, largely thanks to the particular focus of Articles 11 and 13 in it.

Dubbed the 'Link Tax' and 'Meme Killer' respectively, the articles allegedly seek to help better compensate content creators who are perceived to have lost out most acutely in the wake of the digitization of content. The former by compelling news aggregators (read: Google News) to pay publishers for using snippets of their content on their platforms; the latter by preventing social platforms (read: YouTube, Facebook or Reddit) from allowing users to upload and share copyrighted material.



Credit: iStock/Antonio Guillem/Getty/Joe Sohm/Visions of America

From musicians and journalists, to authors and artists, the effective monetization of content through the web has long been a problem the internet has struggled to resolve. The EU's directive is intended to help remedy that situation by giving these content creators more control over, and more reward for, their work.

[Opponents to the legislation](#) accuse it of being impractical, unworkable and harmful to the very community it claims to support. With member states [recently failing](#) to agree on the terms of the directive, it appears that those opposed to the legislation are gaining the upper hand.

Apart from the ramifications of the directive itself, the debate surrounding it will force the issue of content monetization back on to the agenda in 2019, and that's no bad thing for the affiliate channel.

The industry has long championed its ability to help publishers monetize their content, and has been a hugely effective launchpad for numerous e-commerce businesses by connecting them with relevant advertisers that can invest in and support their work on a performance basis.

From Awin's perspective, the network has invested in the development of numerous tools over the years designed to help publishers successfully monetize their content and their traffic. From the

Opportunity Marketplace and improved product feeds, to its partnership with Monotote and the pending release of its Publisher Mastertag, these have all been built with a view to supporting and easily integrating publishers, large or small.

In 2019, the affiliate industry has an opportunity to emphasize examples like these to demonstrate its value in sustaining an open and free web for users.

Automation of fundamentals will carve out more time for strategic support

It's not uncommon for prediction pieces to be a staple piece, annually produced by digital marketing companies. Contained within will invariably be variations on similar themes, and this year a further conceptual iteration of 'automation' (probably dressed up in the buzzier terminology of AI) will likely feature.

However, this shouldn't mean our eyes glaze over as we struggle to bridge the mental divide between our mundane daily tasks with the white heat of machine learning and AI technology that the digital world has been filled with for the past couple of years.

Core to this will be an increasing realization that automation will become a more salient topic because it will be demanded as much by necessity as it will be by commercial differentiation.

The affiliate channel has enjoyed double-digit growth for years but, as well as some of the challenges outlined earlier in this publication, companies are finding many campaigns are becoming steadily less-commercially viable. This brings into sharp focus the need for alternatives that drive efficiencies while mitigating any potential damage from a more hands-off approach.

“Regardless of the attention lavished on AI in recent years, people still buy from people.”

Automation has an awkward history with the affiliate channel. While it can seem less attractive because of the wealth of manual tasks involved, this is because it's an industry built on cultivated relationships. And those connections have invariably resulted in great partnerships. Regardless of the attention lavished on AI in recent years, people still buy from people.

This is as much a topic about internal efficiencies as it is about new opportunities to grow affiliate programs exponentially. And this is an important distinction; automation through data aggregation and algorithmic learning should be something the industry embraces to do the heavy lifting, to perform the grunt work that sinks the hearts of many account handlers on a Monday morning.

Crystalized, it presents an intriguing opportunity. Remove the boring, labor-intensive tasks from account managers and they then find their time freed up to invest in the more creative tasks of campaign optimization and relationship building that the affiliate channel is premised on.

Not only should campaigns in turn perform better, but client-facing staff are empowered to work on far more rewarding tasks. It would be a fantastic irony that one of the main criticisms leveled at the

affiliate channel – its primacy of relationship building over automation – would actually enhance those partnerships through deeper insights and connections.

Practically applied, the concept isn't new. It's now almost a decade since Awin started investing in additional business intelligence tools that allowed for more granular detail and informed outcomes.

One such example springs to mind around weeding out potentially fraudulent sales. A report was built (and is still used to this day), that aggregated geographic sale-referrer information. By plotting this information using map visualizations, it was then easy to spot if clusters or unusually high volumes were centered on certain locations. A pretty basic report, but a clear example of how data was used to automate a manual task.

“Data recommendation will augment the toolset at an account manager’s disposal.”

Of course, time has moved on beyond data presentation to the new era of data recommendation. This is the next stage being incorporated into the network's reports. This will augment the toolset at an account manager's disposal to help their clients make better decisions.

In doing so, we are fusing together the best aspects of both components: meaningful automation allied to human expertise and creativity which will ultimately enhance the level of service a network can offer.



This whitepaper was brought to you by the Awin Strategy Team.

As leading full-service performance marketing networks operating in the retail, telecommunications, travel and finance verticals, Awin helps brands reach millions of consumers every day by building strategy, recruiting, and managing a range of partners specific to their brand - from content bloggers and technology solutions to top-grossing coupon, cashback and loyalty partners.

We provide unparalleled service and technology to address industry challenges like declining third-party tracking, attribution, cross-device tracking, advanced commissioning, as well as granting access to the largest publisher network available in the U.S.

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