



Protect Your Brand Reputation in the Affiliate Channel



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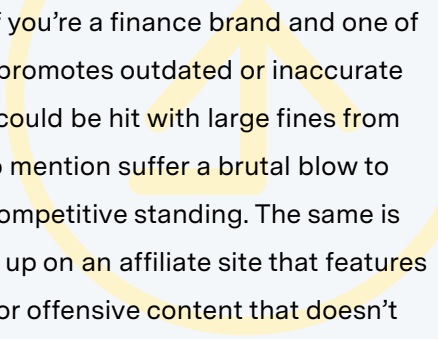
Why You Should Give a Damn About Your Reputation



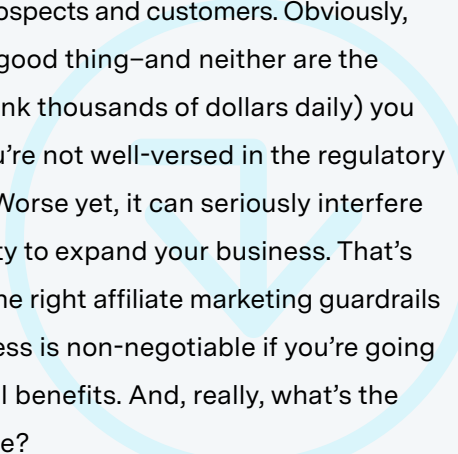
Richard Branson once said, “**Your brand name is only as good as your reputation.**” We couldn’t agree more. Believe it or not, a customer’s perception of your brand is one of your most valuable assets—period. Not only is it the gateway to converting leads into customers, but it’s also key in turning your customers into advocates who will ultimately shape and grow your business. And that, as you know, is invaluable.

While it’s clear that affiliate marketing is a high ROI-driving channel, affiliate marketing success is by no means a sure thing or easy to come by. It takes a wealth of expertise to manage your offers, content, and returns across many affiliates—all at the same time, by the way. And then there’s the trust factor. In short, you are who you do business with. Partnering with the wrong affiliates—you know, the ones who don’t share your brand values or respect for compliance regulations—can pose a real threat to your brand integrity.

For example, if you’re a finance brand and one of your affiliates promotes outdated or inaccurate numbers, you could be hit with large fines from the FTC, not to mention suffer a brutal blow to your brand’s competitive standing. The same is true if you end up on an affiliate site that features inappropriate or offensive content that doesn’t come close to living up to your brand values.



At the very least, an inconsistent representation of your brand can create confusion and distrust among your prospects and customers. Obviously, that’s never a good thing—and neither are the hefty fines (think thousands of dollars daily) you may face if you’re not well-versed in the regulatory environment. Worse yet, it can seriously interfere with your ability to expand your business. That’s why defining the right affiliate marketing guardrails for your business is non-negotiable if you’re going to reap the real benefits. And, really, what’s the point otherwise?





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The Affiliate Marketing “Glow Up”

In the early 2000s, affiliate marketing was a bit like the wild west. Regulation was loose and, for the most part, affiliate was solely a numbers game. In theory, more traffic equaled more sales and bigger profits. But in reality, the premium placed on recordbreaking traffic is what also led to widespread bot follower fraud and fake engagement.

Despite the industry’s explosive growth since then—affiliate spending in the United States is more than triple what it was a decade ago and is forecasted to reach \$8.2 billion by 2022—some marketers have had a hard time looking past affiliate’s once questionable reputation.

But with the unprecedented growth of ecommerce, due in large part to the COVID-19 pandemic, steering clear of this high ROI driving channel is a big mistake.

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Okay, But How Have Things Changed?

For starters, the Federal Trade Commission (FTC) is watching all digital marketing channels like a hawk and cracking down on deceptive claims, hidden fine-print disclosures, confusing terms, and other compliance issues. These days, illegal behavior comes with serious repercussions, like \$40,000-per-day fines and permanent business closures.

Also, marketers are taking a much more nuanced approach in choosing potential affiliate partners. High traffic is not the most impressive or important metric anymore. More attention is being paid to thoroughly vetting potential affiliates to eliminate those who don't align with a brand's values or have a proven track record of credibility.

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So How Exactly Can You Protect Your Brand Reputation?

Ask yourself this: Are you set up to navigate the complexities of the affiliate marketplace?

Whether you've spent decades building a brand or you're launching a new initiative, how your brand is perceived is currency that can open many doors—or, unfortunately, close them, too. We've helped many brands who initially tried to kick off an affiliate program with inexperienced staff, limited partnerships, and little data reporting to handle the day-to-day troubleshooting and nurturing required to consistently optimize and protect against the unexpected.

Bottom line? Affiliate is not a part-time gig. And let's face it, if you're already too damn busy to build a high-performing team skilled in the operational ins and outs, is anyone really keeping a close eye on brand integrity?

And there, friends, is where we come in.



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ABC...it's Easy like RTB: Relationships, Technology & Bandwidth

Above all, affiliate marketing is a relationships business. Any agency worth its retainer fee will be able to consistently recruit, vet, and carefully monitor an evergrowing roster of quality publishers that are right for your brand. But fair warning, it is nearly impossible to do it well manually. Accessing leverage in relationships and operations are the essential elements that help protect the reputation and integrity of your brand.

And, who you know makes all the difference. Getting an inside edge on the best contacts and rates through experts who know the industry inside and out is a necessary advantage when you're competing with established businesses in your sector.

PartnerCentric account managers have the highest experience level in the industry. Over fourteen years,

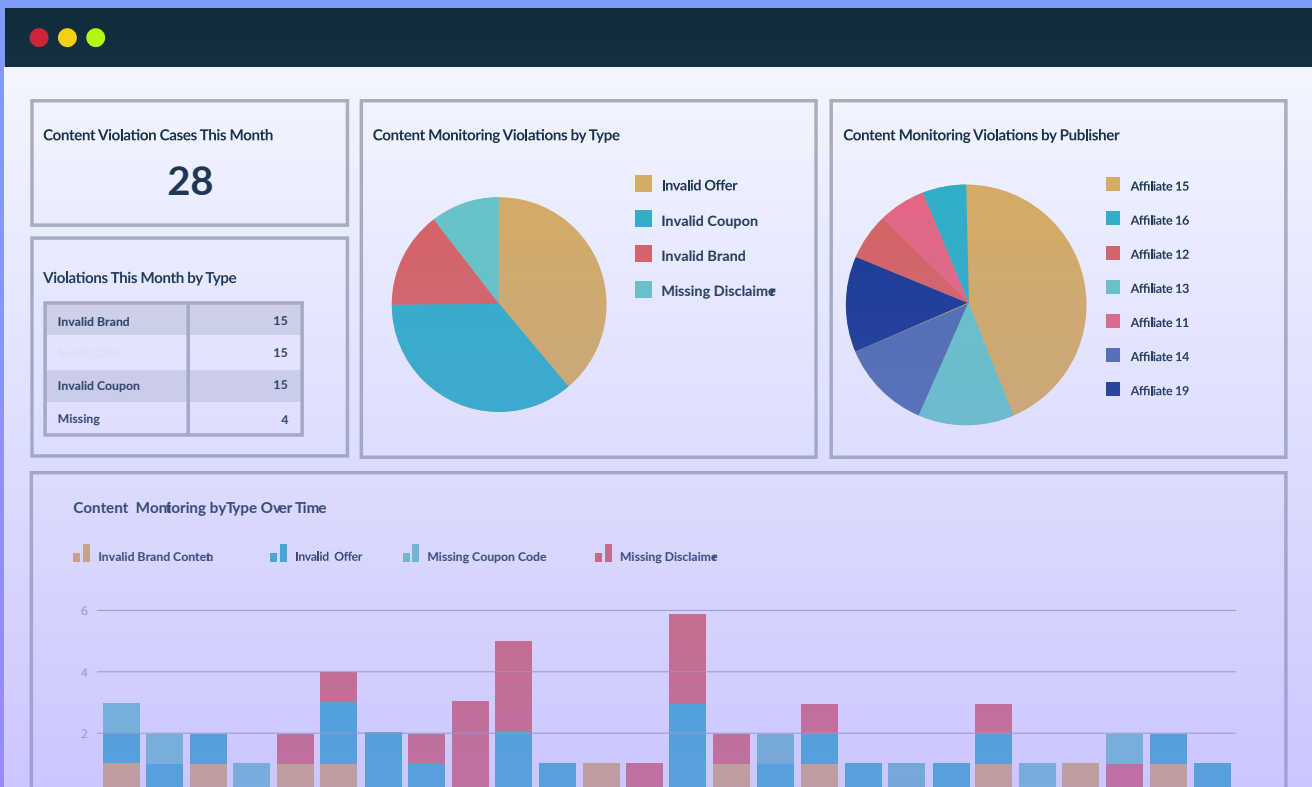
on average. On day one, our team jumps into creating or managing your program. We'd never dream of learning on your dime. And we do the job right the first time because we've done it many times before during our years of tailoring strategies to individual businesses. We've taken a long, hard look at the very real issues, like ad fraud and compliance headaches, that have plagued the industry in the past, and found actionable, quantifiable solutions. The truth is, to completely protect your brand and get the results you expect from the affiliate channel, you need around-the-clock content monitoring, fraud protection, and turnkey operations. That's exactly what you get with PartnerCentric's award-winning account management and software tools that we call Control Suite.



CONTROL SUITE

What Exactly is Control Suite?

Built with purpose and largely proprietary, Control Suite is our technology toolset that gives you full control of your digital marketing investments—and your brand’s integrity and reputation. It also provides the competitive advantage you need in the affiliate channel.



Here's how:

BLOCK AND FILTER



We deploy this fraud detection and redirection technology that stops bad traffic before it even gets to your site to tackle the \$23 billion annual, global loss experienced by advertisers due to ad fraud.



In just one four-month period, Block and Filter prevented 578 fraudulent conversions for one of our clients, which saved them approximately 27% in monthly commission payments.

CONTENT MONITORING



A competitive force in messaging and offering management, content monitoring provides invaluable insight into competitor advertising offers and promotional tactics and, simultaneously, ensures brand compliance within the affiliate channel. We track all of your affiliates across the entire landscape 24/7 to ensure they aren't violating terms and conditions.



For one client, our content violation tool discovered that 23% of violations were caused by partners posting outdated our offers. For another, we identified 105 regulatory violations, potentially saving our client hundreds of thousands in potential FTC fines.

TOPRANK



Our placement and position technology monitors brand and competitive ranking activity across a set of publishers.

Fact: 90% of traffic on ranking sites comes from advertisers in the top three positions.

TopRank gathers the necessary intel for our clients to earn those coveted spots.

FUSE



PartnerCentric's proprietary and patented technology aligns affiliate network tracking data with your source of truth (typically Google Analytics but integration with other technologies is available) so you can rely on your own data, not someone else's.

Wait, It Gets Better: PartnerCentric Protects Your Brand Integrity in the Affiliate Channel, so You Don't Have to.

PartnerCentric is the only agency in the industry that combines award-winning account management with our proprietary software tools. We call this our Technology Enabled Account Management (TEAM). This unique approach ensures clarity and control over all your investments in the affiliate channel, true attribution alignment, and peace of mind that your brand is protected from ad fraud.

Brand-building is hard, time-consuming work. You need a team that can take the reins and show you the true value of the channel, one who can demonstrate just how much you can grow without jeopardizing the reputation that you've worked so hard to create.

[Schedule a no-pressure call today](#) to find out how PartnerCentric can level up your affiliate program with no risk to your brand integrity.

For more information on how to launch and maintain an affiliate marketing program worthy of your investment, download our four-part [Affiliate Marketing 101 e-book](#) now.

[CONTACT US](#)