

How Does Affiliate Marketing Work?

Marketing Built by Affiliates

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Display

Health > Her son died. And then anti-vaxers attacked her

After hundreds of Facebook comments from anti-vaxers, the mother turned off comments on her page, and deleted many of the ones she received.

Some are still in her head, though. She weeps as she remembers the one that was hardest to read.

"The ones that said this was a fake story. That he wasn't real. That my child didn't exist," she said. "Because when your child dies, that's the biggest fear -- that he will be forgotten."

CNN's Denise Powell contributed to this story.

Paid Content

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- How will Mindinsole™ be used?
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- Can I wear them with any shoes?
- Can I transfer the Mindinsole™ insoles from shoe to shoe?
- What will I feel like the benefits of wearing Mindinsole™ insoles?
- Are they also for wear when I walk out?
- What do you use Mindinsole™ insoles?
- Are Mindinsole™ insoles for Men or Women?
- What is included in the warranty?

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What is Affiliate Marketing?



A methodology where 3rd party media buyers drive potential customers to an advertiser's product or service – on the advertiser's behalf.

Why are Affiliates Used?

Affiliates can:

- Purchase media at scale to generate sales
- Create unique marketing materials – separate from the advertiser's materials – to target different consumers
- Market a product or service in new geographies



How are Affiliates Paid?



Affiliates are paid on a cost-per-acquisition basis. This means they are paid a fee for each result they drive (e.g. a sale of a product or service)

What are Sources of Traffic?

Email



Facebook



Google

and other search engines



Display

Can We Trust Traffic Sources?

Generally, YES

Traffic sources police advertising hosted on their platforms.

However, there can be potential issues.

Potential Issues

1

Affiliates fool the traffic source into approving ads that shouldn't be approved

2

Affiliates hide their content – DFO does not host their pages

3

Affiliates host pages that receive complaints – DFO can't see those complaints

DFO Solves These Issues By

1

Ordering the immediate takedown of any fraudulent advertising

2

Deactivating applicable rogue accounts and halting payments

3

Sending cease and desist letters to infringers

