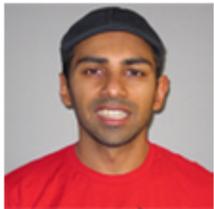


Some of the most profitable web sites on the web use affiliate links to both drive traffic and monetize their existing traffic. This talk will walk you through how to automate most of your existing processes using the Google Affiliate Network, similar to how other larger websites do this today



About Ali Pasha

[View full profile](#)

Ali is a product manager on the Google Affiliate Network team. In his 5 years at Google, he has also worked on Google Code, App Inventor for Android, Google Code Search, and Ajax APIs.



About Shaun Cox

[View full profile](#)

Shaun is a software engineer for the Google Affiliate Network. He has been working for Google Chicago since 2010. Prior to Google, he was a server engineer for Electronic Arts massively multiplayer online studio.



Automating Affiliate to Monetize your Website

Ali Pasha, Product Manager
Shaun Cox, Software Engineer

Goals

- **Who?** Websites with promotional content.
- **Why?** Control, flexibility, and \$\$\$ / conversion
- **How?** Leverage the platform to scale your requirements / site.





Affiliate Channel Review

Is the affiliate channel suitable for your website?

Publisher Landscape

Home News Local Sports Business Tech & Science




The New York Times

Wednesday, June 28, 2011 11:00 AM EDT



DISCOVER ELECTRIC VEHICLES

[CLICK](#)

Privilege Is Invoked in Bid to Forestall Contempt Vote

By MICHAEL W. SCHARF
The House administration sought to forestall a contempt vote to force the attorney general to investigate the administration's handling of the WikiLeaks case.



Skeleton of Dinosaur is Hailed

By JEFFREY M. PERAZICH
A skeleton that is 100 million years old and is the largest ever found in North America is being hailed as a "remarkable discovery."

Market

Index	Change
S&P 500	+0.12
Dow Jones	+12
NASDAQ	+1.25

4 WEEKS FOR 99¢

savings.com

Search 200,000+ coupons and local deals

Home Coupons Local Grocery Community Blog

Welcome to savings.com! With over 200K current coupon codes and discounts, we give you all the best deals on everything you want.

UP TO 25% OFF PHONES, TABLETS & ACCESSORIES + FREE SHIPPING!



ENTER COUPON CODE: VERIZON25OFF

Expires 6/30/11. Some restrictions apply.

SEARS THE BATTLE FOR YOUR LAWN IS ON

SEE HOW SEARS BEATS THE COMPETITION SO YOU WIN

sears

Staff Pick: Monday, June 28

maey's \$10 OFF

maey's \$10 OFF

sears \$5 OFF

Featured Stores

SONY drugstore! sears

Affiliate as a channel

#1

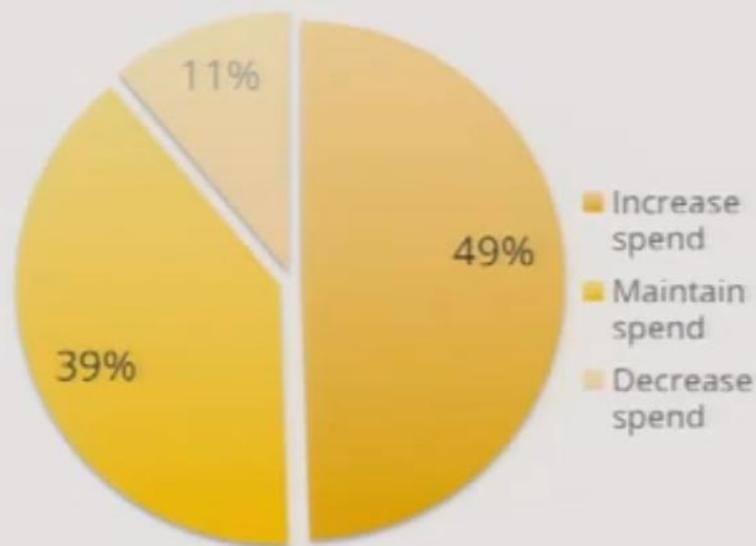
International marketing method that generates best sales conversion, according to US online retailers*

#3

Most successful online marketing channel used during 2011 holiday season according to NA retailers, only behind paid search and email marketing**

88%

of global marketers plan to maintain or increase budget in affiliate marketing in 2012 ***



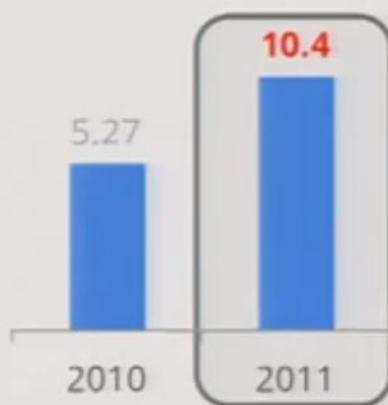
* Internet Retailer, "E-commerce: Going Global," April 2011.

** Shop.org, "eHoliday 2011: Post-Holiday Survey Results" conducted by BIA/K12, Jan 2012.

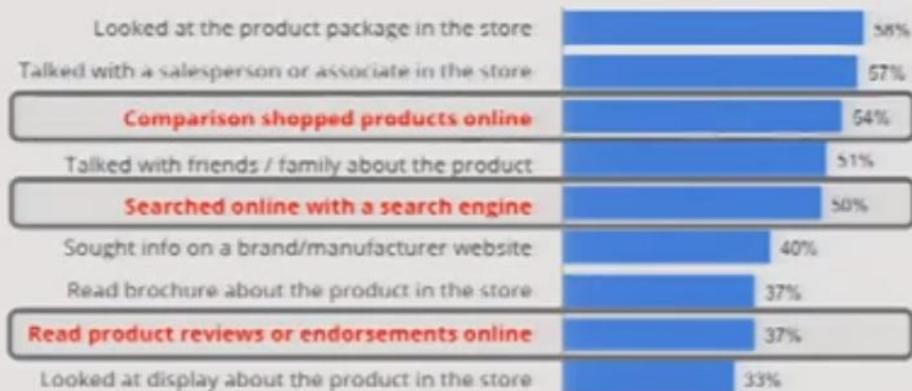
*** eConsultancy and Experian Marketing Services, "Marketing Budgets 2012," Feb 1, 2012.

A key channel for driving commerce

Avg # of sources consumers use to arrive at a decision has doubled*



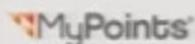
Affiliates cover some of the top sources that consumers rate 'most influential' to their purchase decision*



A deeper look at affiliates

Loyalty & Rewards

Consumer passback



Shopping & Promotions

Aggregate offers



Community & Content

Blogs & product reviews



Comparison Shopping

Data & comparison

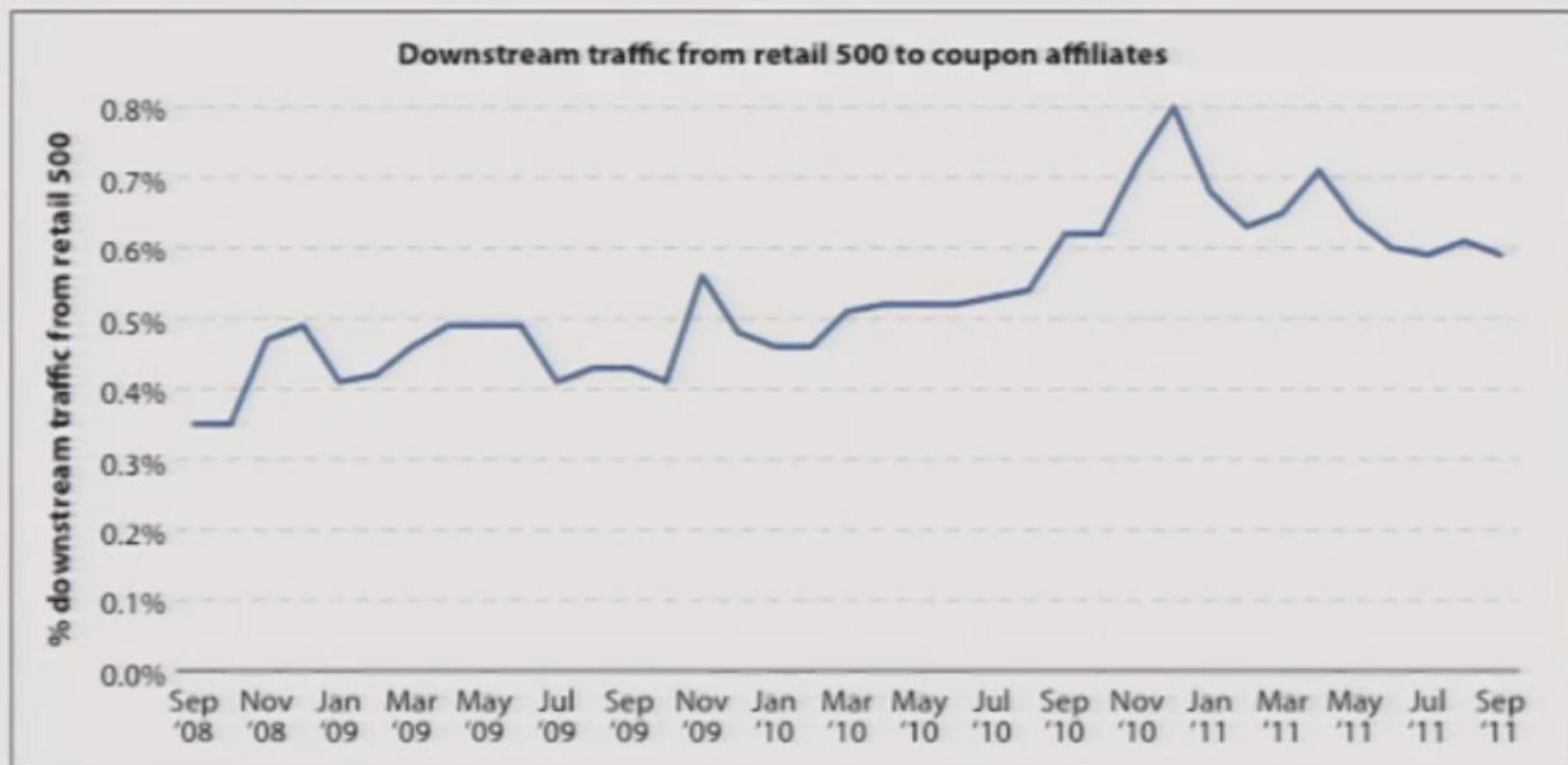


Social Commerce

Virtual currency & Sharing



Affiliates reach consumers who scour deals



Affiliates reach consumers who scour deals



More consumers are now **willing to suspend a purchase** to find a coupon or better deal.

Affiliates drive high value consumers

+13%

Coupon shoppers spend more money online than the average shopper

+18%

And they make more purchases online**

What affiliate publishers look for

More Control



- ✓ Advertisers
- ✓ Links / Ads
- ✓ Curated

Flexible Tracking



- ✓ By click
- ✓ By order
- ✓ By member

Higher Rewards



- ✓ Add'l \$\$\$ / conversion
- ✓ Negotiated Rates

Empower you to build your own

Promotional

\$5 OFF

Coupon Code:

THDMAY30

Comparison



~~\$149.95~~

\$96.95

Loyalty

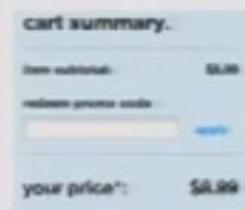
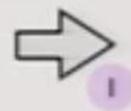
5%

Cash Back!

Transaction Workflow



Consumer clicks an
affiliate link



Consumer makes a
purchase

0 Get Links

- **Easy:** Get Links through the UI
 - **Intermediate:** Link Subscriptions (email / ftp)
 - **Advanced:** Google Affiliate Network Link APIs *new*
-
- Useful Filters
 - Link Category, Earnings Per 100 Clicks (EPC)

```
links_service = service.links();
role_type = "publishers"
affiliate_id = 123
link_id = 613802348369
content = links_service.get(role=role_type, roleId=affiliate_id, linkId=link_id).execute()
contents = links_service.list(role=role_type, roleId=affiliate_id,
                             advertiserCategory=["computers"]).execute()
```

Python

\$5 OFF

Coupon Code:

THDMAY30

0 Link API Tips

```
{  
  "advertiserId": "47730",  
  "authorship": "ADVERTISER",  
  "availability": "AVAILABLE",  
  "createDate": "2012-06-05T18:13:12.666Z",  
  "creativeType": "BANNER",  
  "description": "awesomeness",  
  "destinationUrl": "http://www.google.com",  
  "duration": "LIMITED",  
  "endDate": "2012-07-01T04:59:59.000Z",  
  "id": "613802346800",  
  "imageAltText": "47730_TestLink",  
  "isActive": true,  
  "kind": "gan#link",  
  "name": "TestLink",  
  "promotionType": "PRICE_CUT",  
  "startDate": "2012-06-05T05:00:00.000Z",  
  "trackingUrl": "http://gan.doubleclick.net/gan_click?lid=XXXXXXXX&pubid=YYYYYYY"  
}
```

HTML



0 Get Product Links

- **Easy:** Get product links from the UI
- **Intermediate:** Product Feed Subscriptions (email / ftp)
- **Advanced:** Search for Shopping APIs



~~\$149.95~~
\$96.95

<https://www.googleapis.com/shopping/search/v1/gan:526664/products?key=XXX&country=US&q=Nike>



0

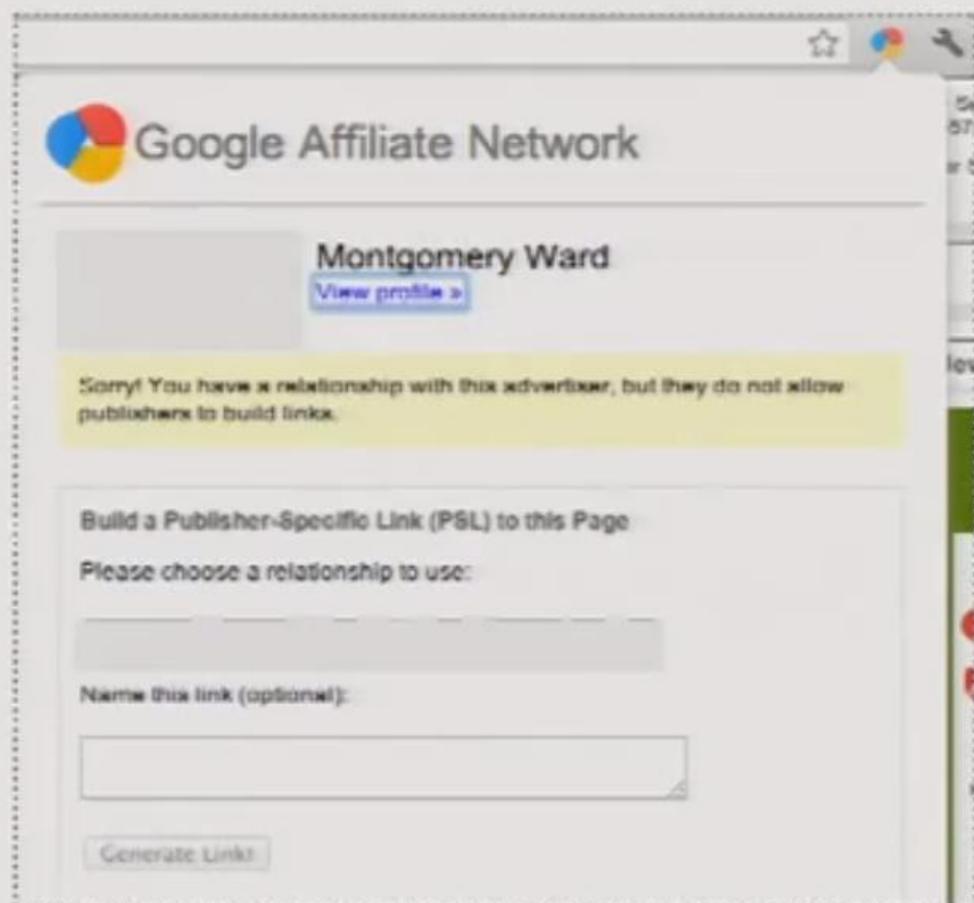
Search for Shopping API

```
"title": "Nike LunarEclipse+ 2 Men's Running Shoes - Black, 10.5",
"description": "Nike LunarEclipse+ 2: A glove-like fit and plush cushioningThe Nike LunarEclipse+ 2 Men's...",
"link": "http://gan.doubleclick.net/gan_click?lid=...",
"brand": "Nike",
"condition": "new",
"gtin": "00883419906992",
"gtins": [
  "00883419906992"
],
"mpns": [
  "487983-006"
],
"inventories": [
  {
    "channel": "online",
    "availability": "inStock",
    "price": ...,
    "shipping": ...,
    "currency": "USD"
  }
],
"images": [
  {
    "link": "http://images.nike.com/nikeshoe.png",
    "status": "available"
  }
]
```

HTML

0

Create Publisher Specific Links



The screenshot shows a browser window with the Google Affiliate Network interface. At the top, there is a star icon, a colorful logo, and a wrench icon. Below this is the Google logo and the text "Google Affiliate Network".

The main content area features a grey box on the left and the text "Montgomery Ward" on the right. Below "Montgomery Ward" is a blue button that says "View profile >".

A yellow warning box contains the text: "Sorry! You have a relationship with this advertiser, but they do not allow publishers to build links."

Below the warning box is a section titled "Build a Publisher-Specific Link (PSL) to this Page". Underneath this title is the text "Please choose a relationship to use:" followed by a greyed-out dropdown menu.

Below the dropdown menu is the text "Name this link (optional):" followed by a text input field.

At the bottom of the form is a button that says "Generate Link".

0 Redirect Link

http://gan.doubleclick.net/gan_click?lid=XXXXXXXX&pubid=YYYYYYYY

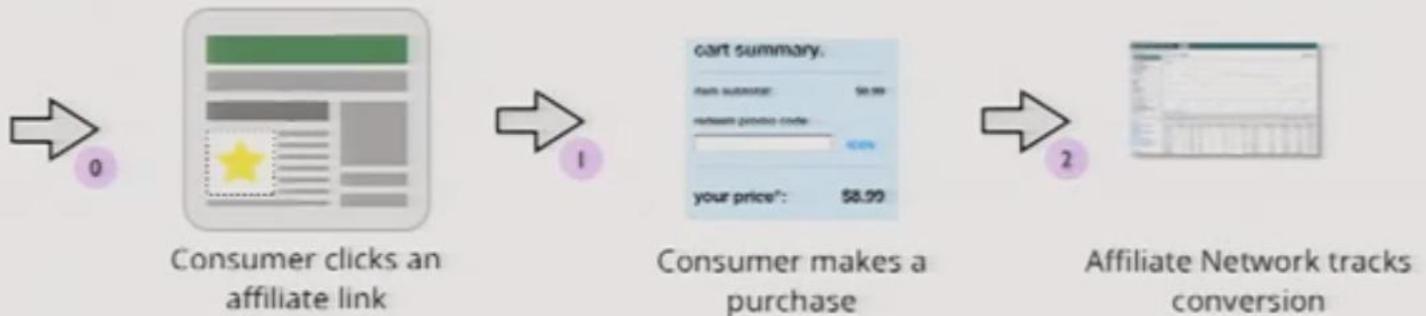
- lid= defines the unique Link ID you are using
- pubid= defines your unique publisher ID

I How tracking works

<http://doubleclick.net/>

- advid= Advertiser ID
- clickid= Last click ID
- cookieduration= Cookie duration (i.e. attribution window)

Transaction Workflow



2 Merchant fires the conversion pixel

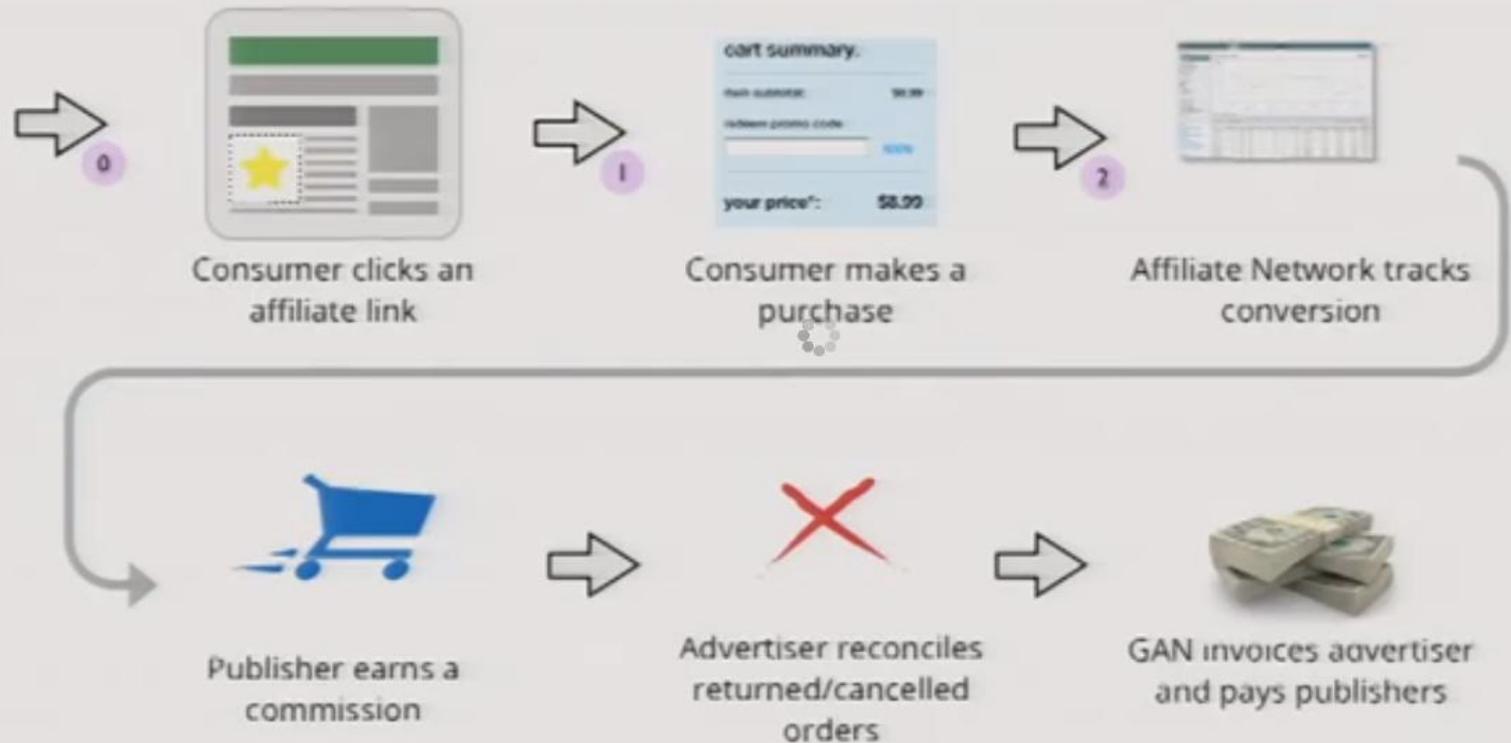
```

```

HTML

- Conversion pixel contains info required for attribution (advid, clickid)
- Conversion pixel contains order-level information

Typical Workflow



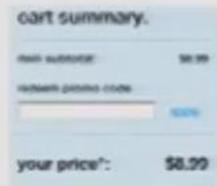
Loyalty Workflow



Consumer clicks an affiliate link



1



Consumer makes a purchase



2



Consumer notified of pending sale



3



Consumer paid out points / cashback



4



Consumer complains about missing order

I Tracking a member

5%
Cash Back!

http://gan.doubleclick.net/gan_click?lid=XXXXXXXX&pubid=YYYYYYYY&mid=ZZZZZZZZ

- mid= defines the unique identifier **you assign**
- Examples
 - member id, search id, A/B test id

2 Instant order notification

http://gan.doubleclick.net/gan_click? ... &mid=ZZZZZZZZ&ximg=http%3A%2F%2FZZZZZZZZZZ%2Egif

- ximg= your callback url to 'ping' when a transaction occurs
 - Passes back Order ID (coming soon)
 - Latency: <30 seconds (coming soon)

2 Events API

- Use the Google Affiliate Network API to lookup all attribution for an event
- Latency: <15 min

2 Events API

- Use the Google Affiliate Network API to lookup all attribution for an event
- Latency: <15 min

```
//Set up request
Gan.Events.List request = server.Events.list("publishers", "publisherId");
request.setEventDateMin("2011-08-11T04:11:42.000Z");

//Execute request
List<Event> results = request.execute().getItems();
if (results == null) {
    System.out.println("No Results Returned!");
} else {
    for (Events e : results) {
        System.out.println("Advertiser ID " + e.getAdvertiserId() + " Order ID: " + e.getOrderId());
    }
}
```

Python



2 Saved Report

- Use the reporting service to provide aggregated data / order deltas
- Latency: ~30 min

Creative: Links detail Last 7 days ▾

Filters: | Status: Active

Export as ▾ Save this report Show rows: 50 ▾ 1 - 50 of 80 ▾

Advertiser ID	Advertiser	Link	Link ID	Imps	Clicks	Actions	Action Conv %	Trans	Trans Conv %	Sales	Avg Order Value	Publisher Fees
K33080		Primary										
K52095		Test Link										
K828812		Primary										
K539553		Primary										
K52809		Test Link										
K831872		Primary										
K225672		Test Tagline										
K64079		Test Link										
K607320		Primary										
K211640		Primary										
K532886		Primary										
K223795		Test link										
K52095		Primary										

Performance: Order delta Last 7 days ▾

Filters: | Status: Active

Export as ▾ Save this report Show rows: 50 ▾ 1 - 50 of 101 ▾

Modified Day	Order Time	Advertiser	Advertiser ID	Order ID	Sales	Commissionable Sales	Publisher Fees	Member ID	Subtype	Modification Type
May 17, 2012	2012-05-17 07:59:32 -0500		K32888	100001079					Transaction	1 (Added)
May 17, 2012	2012-05-17 10:48:01 -0500		K225672	100002819					Transaction	1 (Added)
May 17, 2012	2012-05-15 05:00:00 -0800		K15400	1464806					Transaction	-1 (Removed)
May 17, 2012	2012-06-18 09:10:25 -0800		K15400	1464806					Action	-1 (Removed)
May 17, 2012	2012-09-16 04:58:08 -0500		K818630	1488983					Action	-1 (Removed)



3 Payout Consumer

- Payout Reports / AdSense injection
- Latency: 8-days after the current month

Home	Links	Products	Orders	Advertisers	Opportunities	Reports	Subscriptions	Settings
Performance								
Activity								
Activity detail								
Order delta								
Advertiser-related								
Advertisers								
Categories								
Commissions								
Creative								
Links detail								
Creative size								
Products-related								
Products detail								
Order item detail								
Product category revenue								
Payments								
Payments overview								
Payment details								
Holds								
Saved reports								

Payments: Payment details			
For payment period: June 2012			
Advertiser ID	Advertiser Name	Activity Month	Publisher Fees
k123	Test Advertiser 1	May 2012	\$123.45
k124	Test Advertiser 2	May 2012	\$123.45
k125	Test Advertiser 3	May 2012	\$123.45
k126	Test Advertiser 4	May 2012	\$123.45
k127	Test Advertiser 5	May 2012	\$123.45

4 Conversion Inquiries

Lookup an order based on Order ID

Find Orders

1458232

Order ID	Order Amount	Order Date
1458232	\$11.35	04/11/2018

File a missing order

Create Inquiries

Order ID: 1458232

Order Amount: \$11.35

Order Date: 04/11/2018

Member ID: 1458232

Publisher Code: 1458232

Order ID: 1458232

Order Amount: \$11.35

Order Date: 04/11/2018

Member ID: 1458232

Publisher Code: 1458232

Empowered to build your own

Promotional

\$5 OFF

Coupon Code:

THDMAY30

Comparison



~~\$149.95~~

\$96.95

Loyalty

5%
Cash Back!

Affiliate channel's potential

Growth



- Advertiser Budgets*
- 49% increase
- 39% keep
- 2012 growth 15.4% (US e-commerce sales) **

New Models



- Mobile / tablet only publishers
- Publishers leveraging social tools
- Virtual currency

Consumer Behavior



- Consumers actively seek deals
- Consumer time shifting to mobile
- Affiliates with established brands



\$4.5 Billion by 2016

In closing.

- You're building a website where
 - there is the potential of **driving conversions**
 - and you want to **higher rewards** for those conversions
- And you need
 - **more control** over ads / promotions
 - **more insight** into which of your members are converting

Take a look at the affiliate channel!



General Info : google.com/ads/affiliatenetwork
Developers : developers.google.com/affiliate-network



Ali Pasha & Shaun Cox

apasha@google.com & shauncox@google.com

