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

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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.

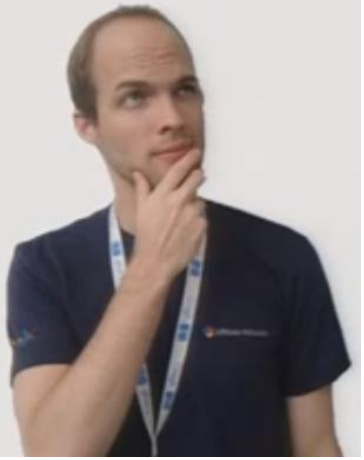
Automating Affiliate to Monetize your Website

Ali Pasha, Product Manager
Shaun Cox, Software Engineer

Google I/O 12

Goals

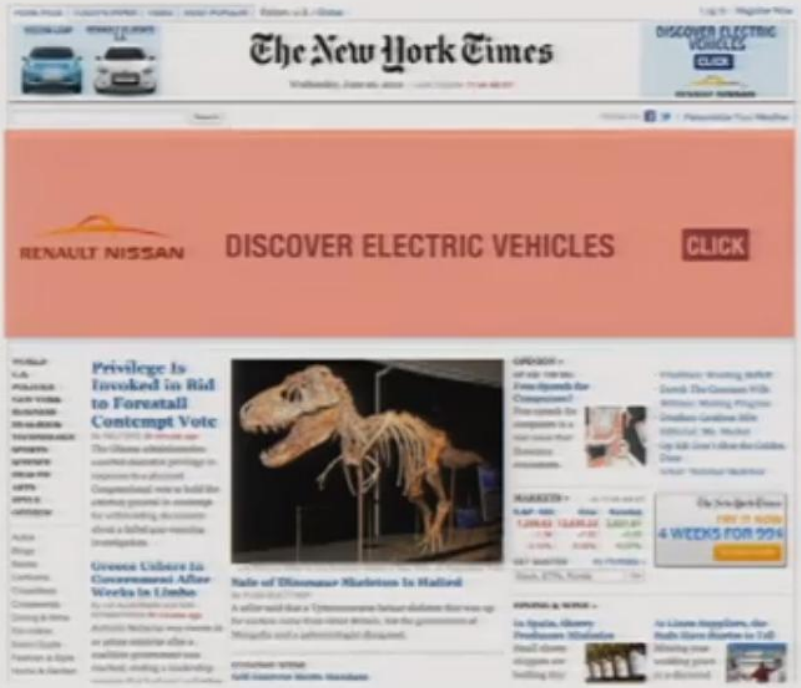
- **Who?** Websites with promotional content.
- **Why?** Control, flexibility, and $$$ / conversion
- **How?** Leverage the platform to scale your requirements / site.



Affiliate Channel Review

Is the affiliate channel suitable for your website?

Publisher Landscape

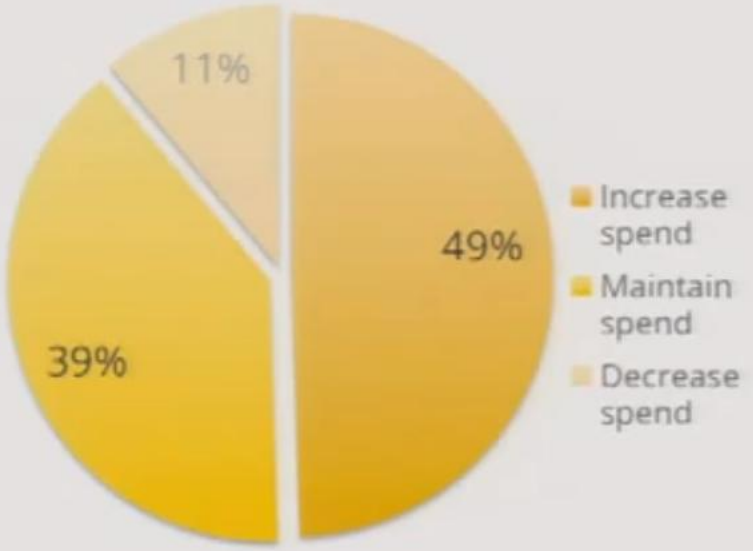


Affiliate as a channel

#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**

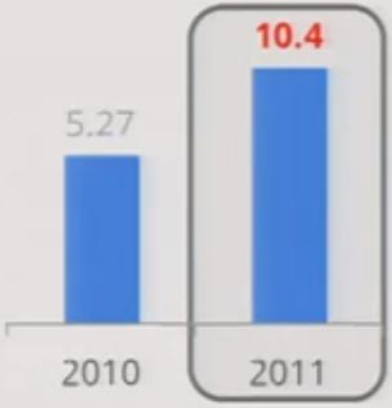
88% of global marketers **plan to maintain or increase budget** in affiliate marketing in 2012 ***



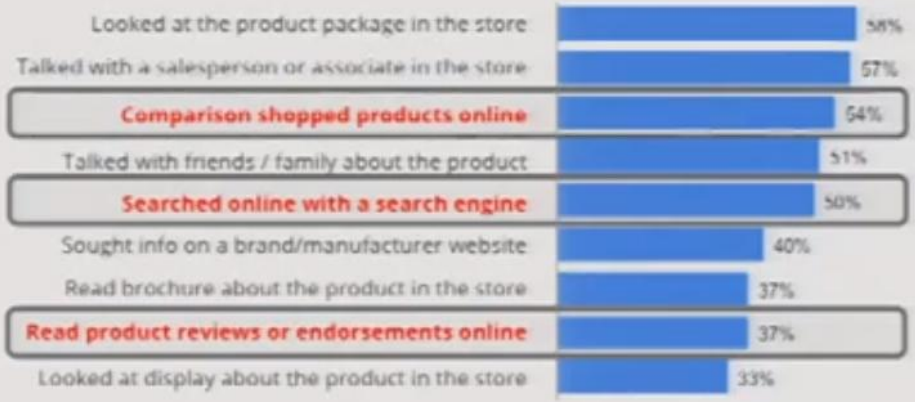
* Internet Retailer, 'E-commerce: Going Global,' April 2011.
** Shop.org, "eHoliday 2011: Post-Holiday Survey Results" conducted by BIGresearch, Jan 2012.
***Econsultancy and Experian Marketing Services, "Marketing Budgets 2012," Feb 1, 2012.

A key channel for driving commerce

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



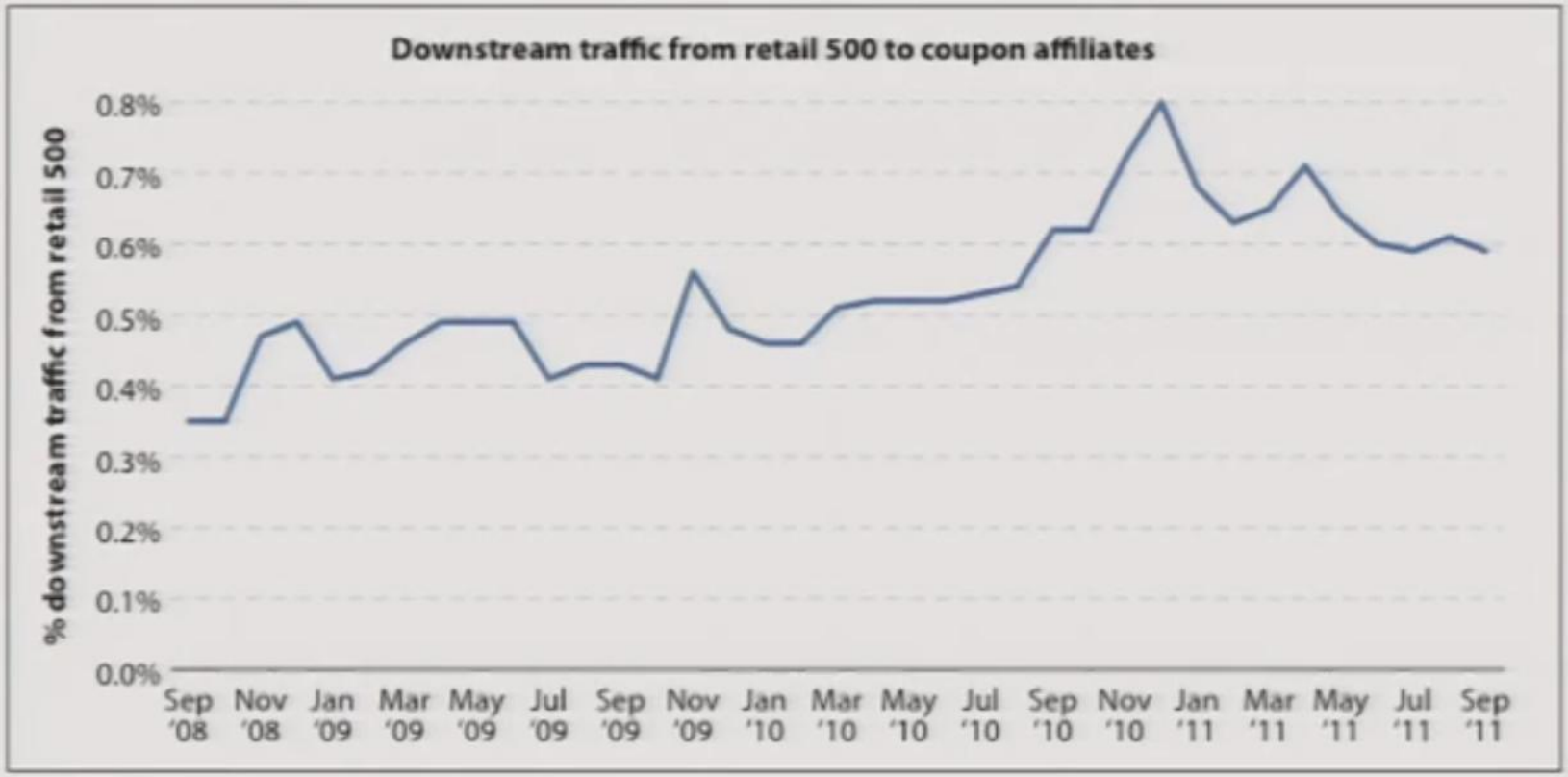
Affiliates cover some of the top sources that consumers rate 'most influential' to their purchase decision*



A deeper look at affiliates

Loyalty & Rewards	Shopping & Promotions	Community & Content	Comparison Shopping	Social Commerce
Consumer passback	Aggregate offers	Blogs & product reviews	Data & comparison	Virtual currency & Sharing
EBATES	COUPON CABIN	POLYVORE	shopwiki	trialpay
MyPoints	RetailMeNot	SHOPSTYLE	Milo local shopping	ShopSocially

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~~

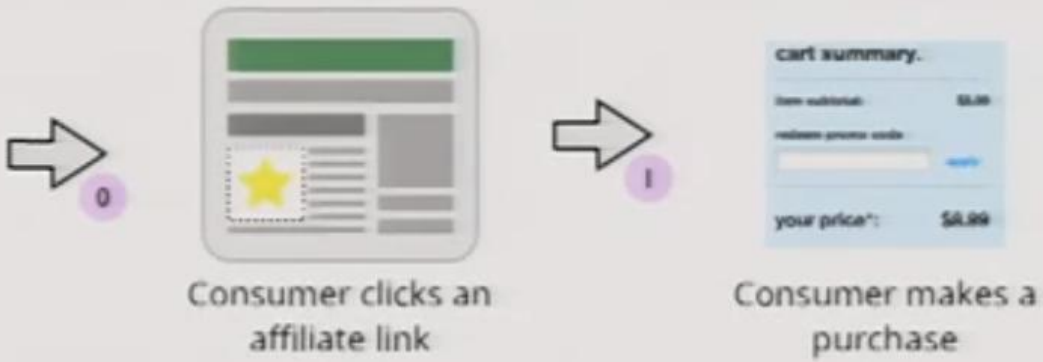
$96.95

Loyalty

5%

Cash Back!

Transaction Workflow



Consumer clicks an affiliate link

Consumer makes a purchase

0 Get Links

$5 OFF
Coupon Code:
THDMAY30

- **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)

Python

```
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()
```

Link API Tips

HTML

```
{
  "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=YYYYYYYY"
}
```

0 Get Product Links

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

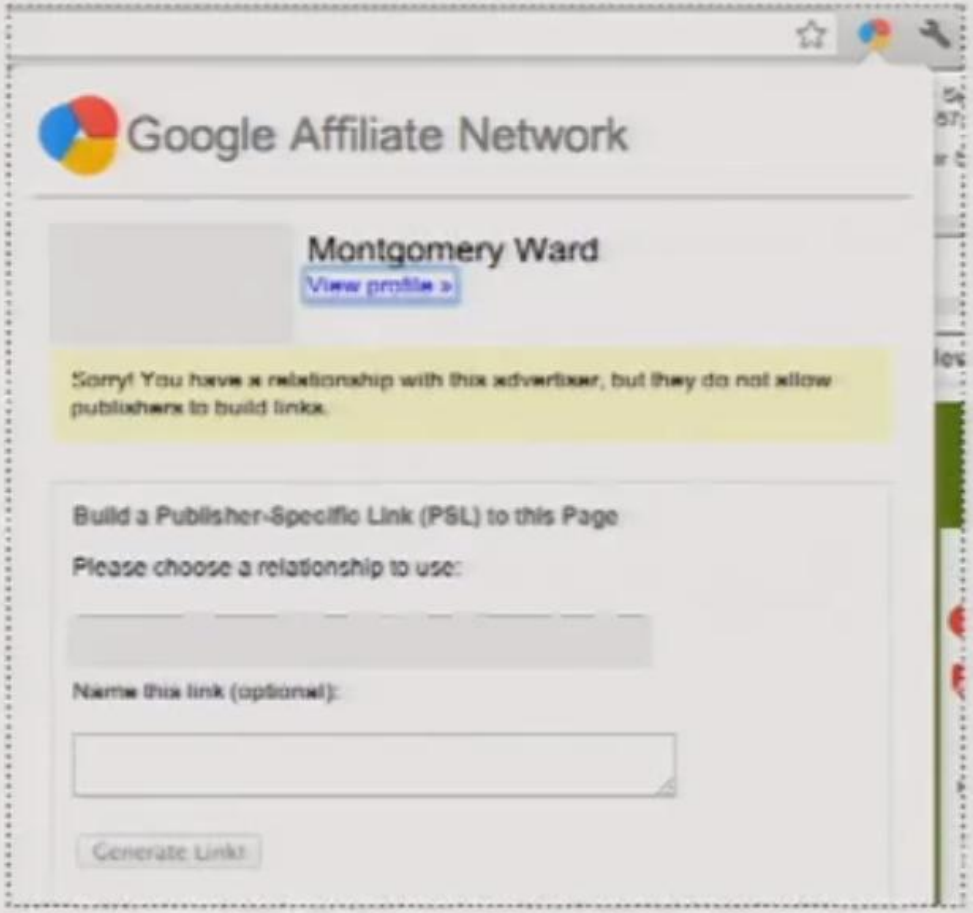
https://www.googleapis.com/shopping/search/v1/gan:526664/products?key=XXX&country=US&q=Nike

0 Search for Shopping API

HTML


```
"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"
 }
]
```

0 Create Publisher Specific Links



0 Redirect Link

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

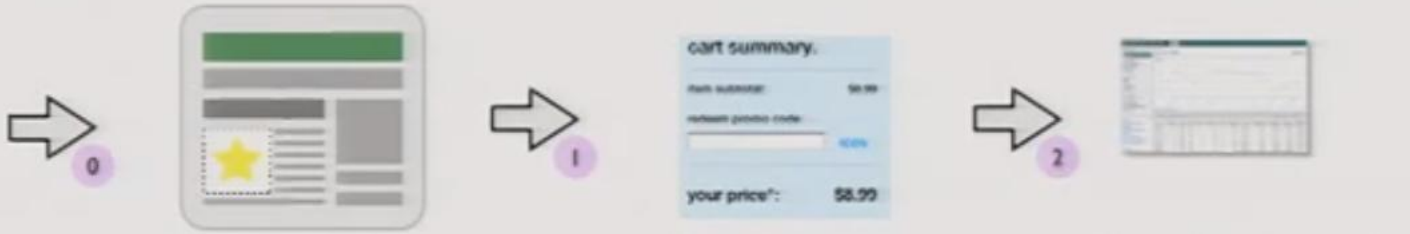
- lid= defines the unique Link ID you are using
- pubid= defines your unique publisher ID

How tracking works

http://doubleclick.net/

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

Transaction Workflow



Consumer clicks an affiliate link

Consumer makes a purchase

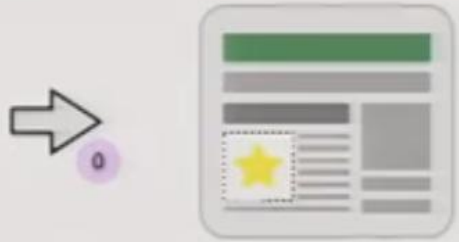
Affiliate Network tracks conversion

2 Merchant fires the conversion pixel

```HTML
<img src="https://gan.doubleclick.net/gan_conversion?advid=K12345
&event_type=transaction
&oid=654321
&amt=110.00
&prdsku=154abd^132bms^345tuy
&prdqn=2^3^2
&prdpr=10.00^20.00^15.00
&prdcatid=123abc^456def^789ghi
&clickid=0004afadd36307180a2b35d100e71e3d" width=1 height=1>
```

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

Typical Workflow



0

Consumer clicks an affiliate link

1

Consumer makes a purchase

2

Affiliate Network tracks conversion

Publisher earns a commission

Advertiser reconciles returned/cancelled orders

GAN invoices advertiser and pays publishers

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

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%2FZZZZZZZZZ%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

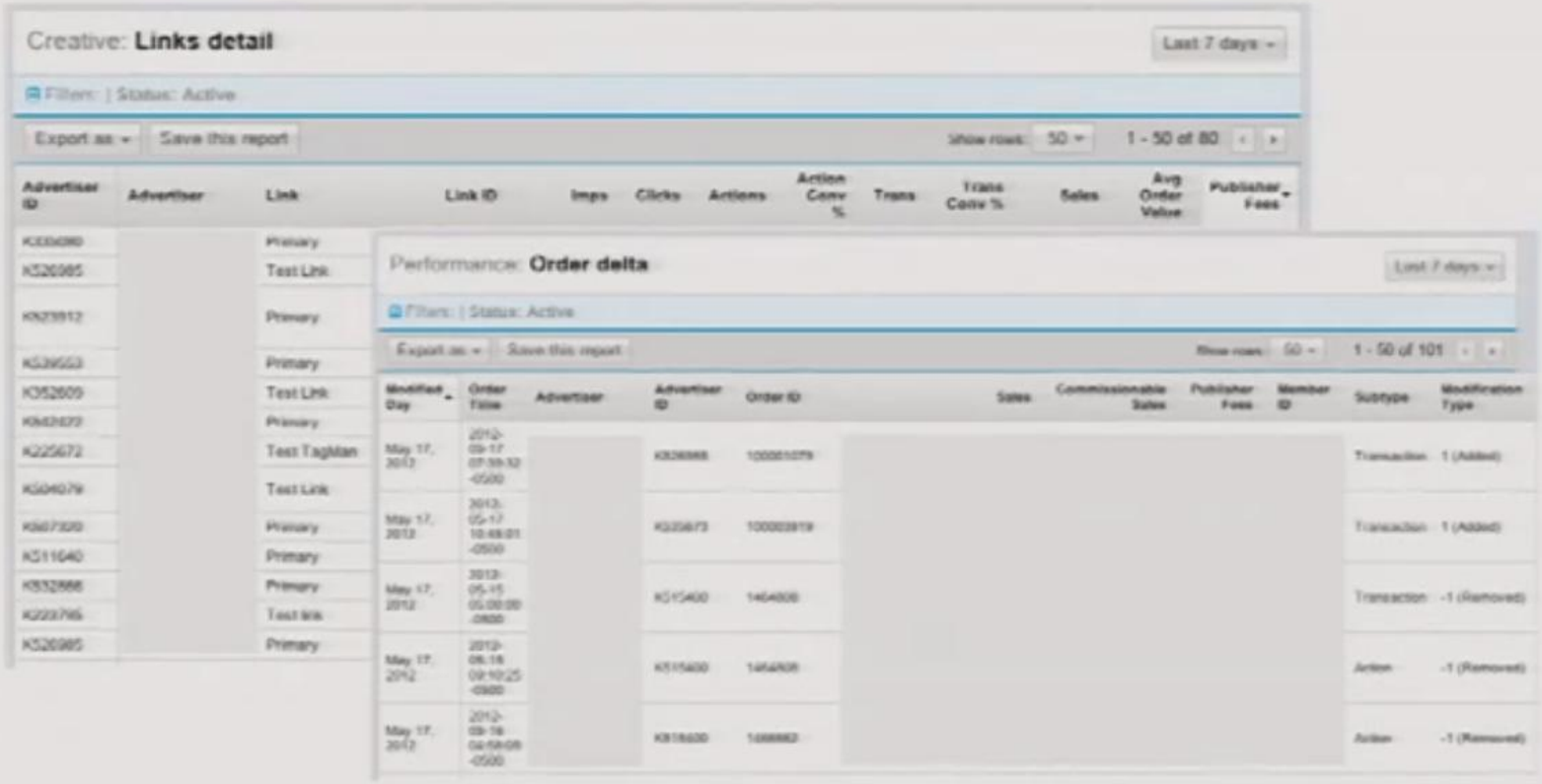
Python

```
//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());
  }
}
```

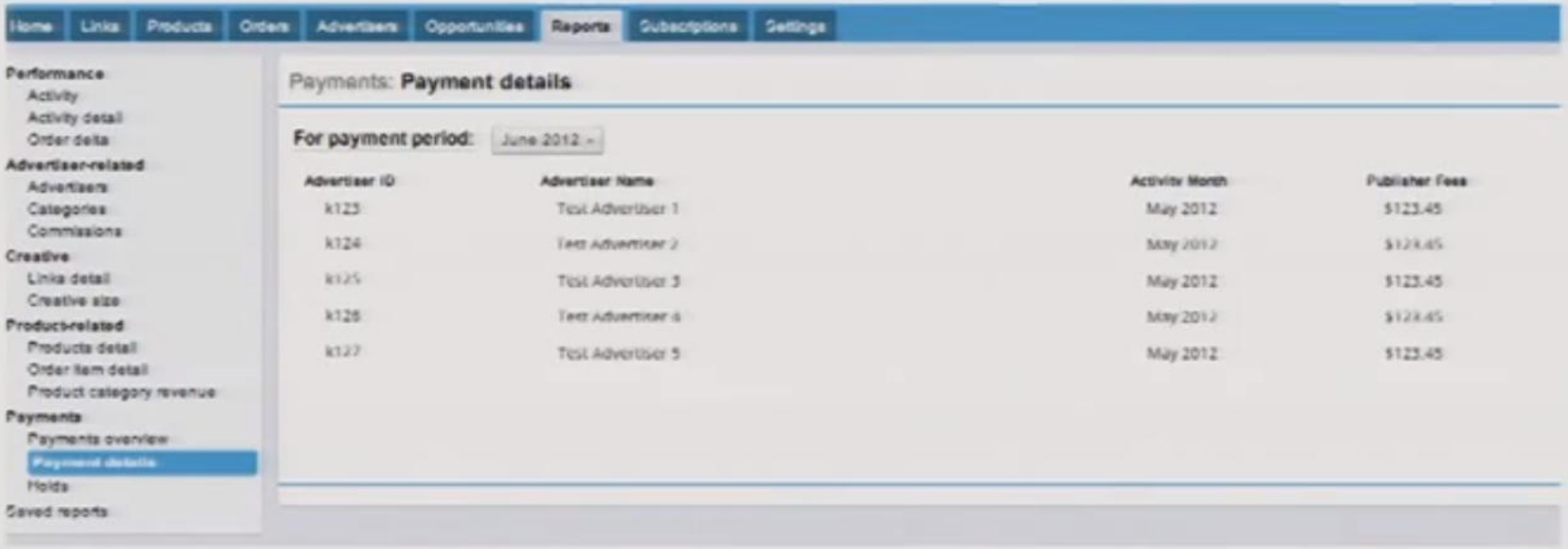
2 Saved Report

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



3 Payout Consumer

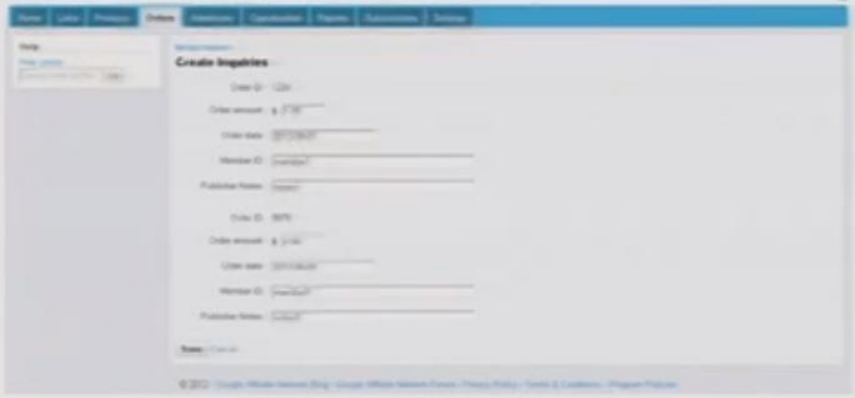
- Payout Reports / AdSense injection
- Latency: 8-days after the current month



4 Conversion Inquiries

Lookup an order based on Order ID

File a missing order



Empowered to build your own

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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