

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

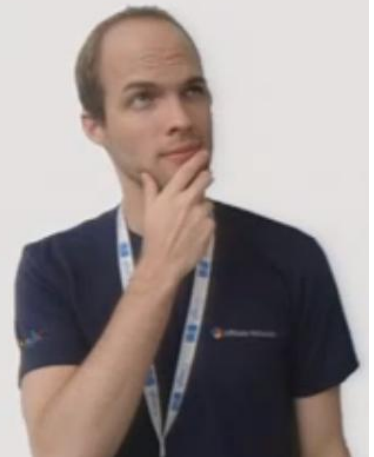
Ali Pasha, Product Manager  
Shaun Cox, Software Engineer

Google



# 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

[illegible]

**savings.com** Save Money. Be Happy.

Search 200,000+ coupons and local deals

Home | Categories | 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.

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**sears**

**THE BATTLE FOR YOUR LAWN IS ON**

SEE HOW SEARS BEATS THE COMPETITION SO YOU WIN

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**Stuff Flies** Monday, June 25

**macy's**

\$30 OFF

Use one card/coupon code for save \$30 on regular merchandise (over spend \$1,000, 4 night stays...)

Get Code

**macys**

\$10 OFF

Enter the code during checkout to get a \$10 savings on orders over \$75.

Get Code

**sears**

\$5 OFF

Use this code on orders up to save \$5 off all orders \$20 or more (selectable).

Get Code

**Featured Brands:**

- SONY** 27 More Coupons
- drugstore** 27 More Coupons
- Target** 27 More Coupons
- sears** 27 More Coupons
- Walmart** 27 More Coupons
- Amazon** 27 More Coupons
- Nike** 27 More Coupons
- Apple** 27 More Coupons
- Macys** 27 More Coupons

# Affiliate as a channel

#1

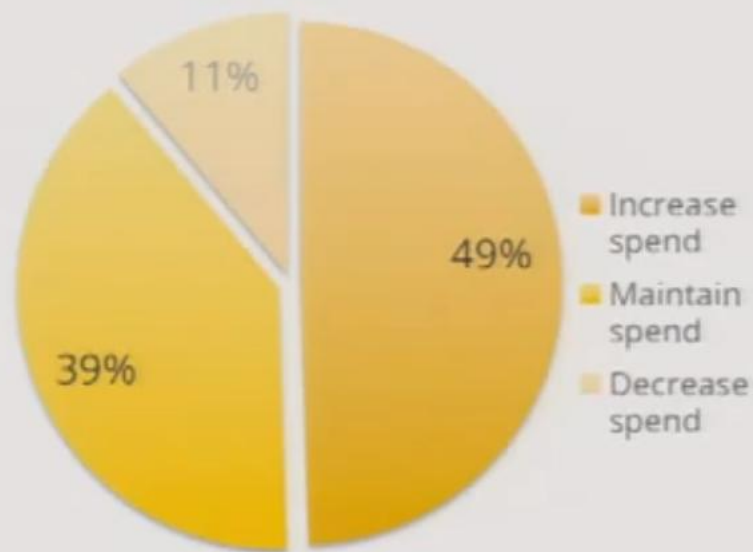
International marketing method that generates best sales conversion, according to US online retailers\*

#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 \*\*\*



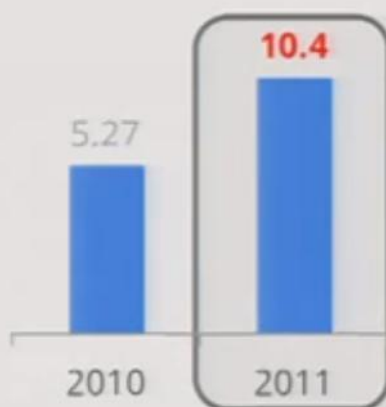
\* Internet Retailer, "E-commerce: Doing Global," April 2011.

\*\* Shop.org, "eHoliday 2011: Post-Holiday Survey Results" conducted by BloomReach, Jan 2012.

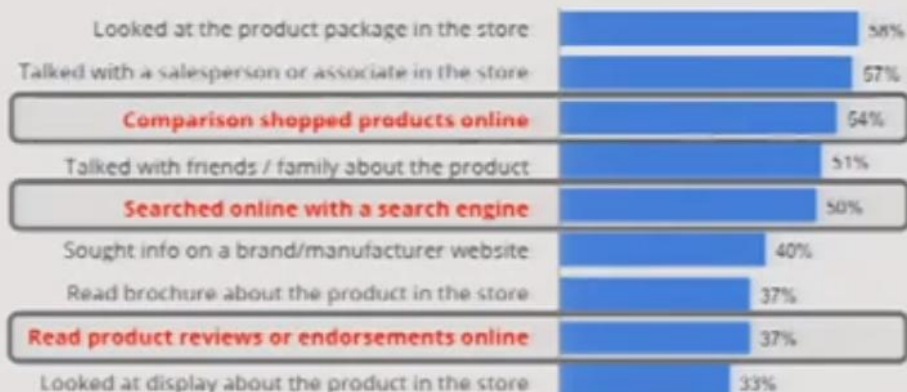
\*\*\* Econsultancy and Experian Marketing Services, "Marketing Budgets 2012," Feb 1, 2012.

# 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

POLYVORE



## Comparison Shopping

Data & comparison



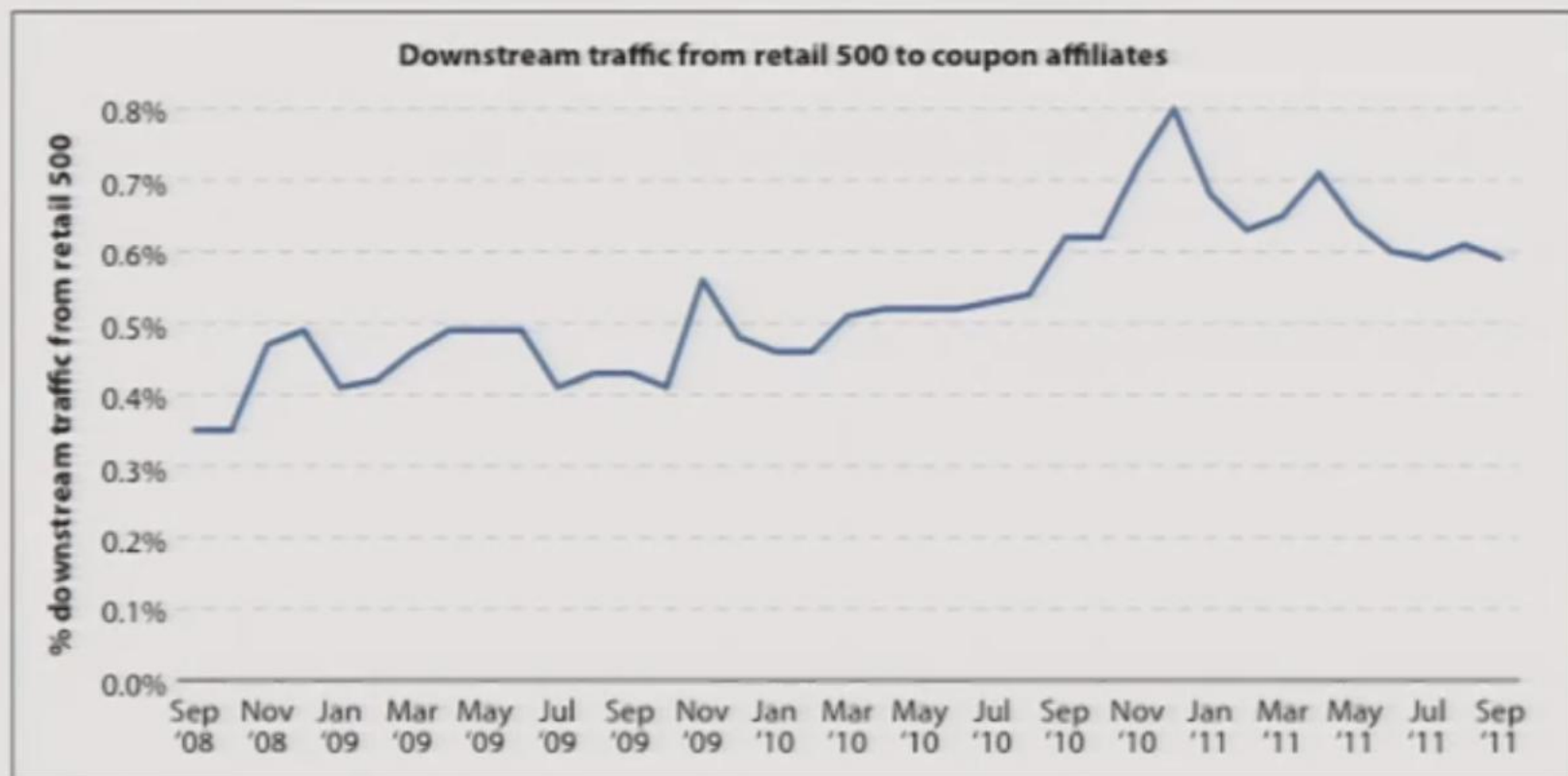
## Social Commerce

Virtual currency & Sharing





# Affiliates reach consumers who scour deals



# Affiliates reach consumers who scour deals



## 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~~

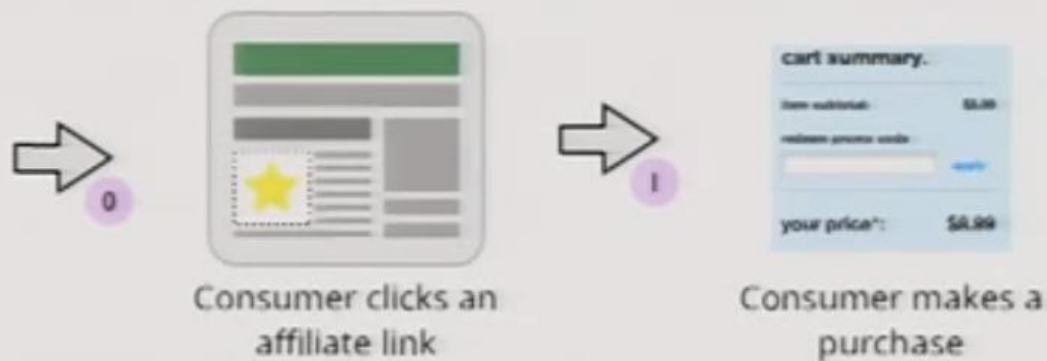
**\$96.95**

## Loyalty

**5%**

**Cash Back!**

# Transaction Workflow



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## 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)

**\$5 OFF**

Coupon Code:

THDMAY30

```
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

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## 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=YYYYYY"
}
```

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>



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## Search for Shopping API

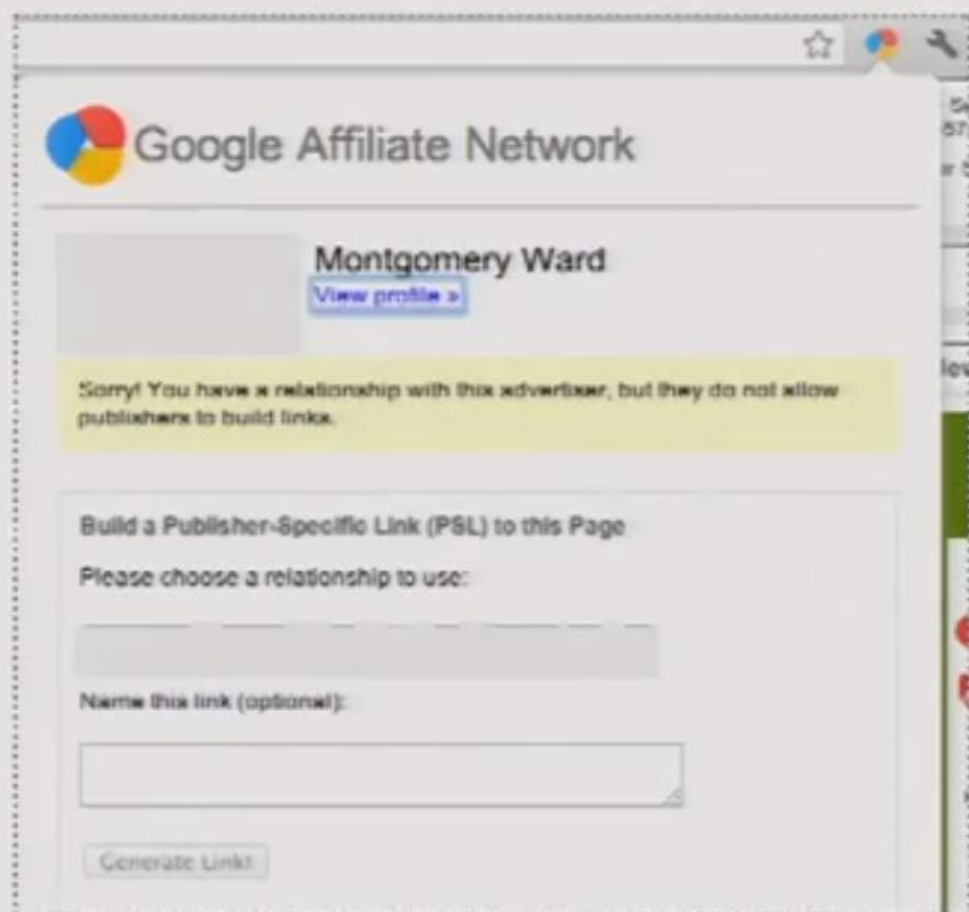


```
{
  "title": "Nike LunarEclipse+ 2 Men's Running Shoes - Black, 10.5",
  "description": "Nike LunarEclipse+ 2: A glove-like fit and plush cushioningThe Nike LunarEclipse+ 2 Men's...",
  "link": "http://gan.doubleclick.net/gan_click?lid=...",
  "brand": "Nike",
  "condition": "new",
  "gtin": "00883419906992",
  "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 web browser window with the Google Affiliate Network interface. The browser's address bar is empty, and the page title is "Google Affiliate Network". The main content area displays the "Montgomery Ward" advertiser profile, which includes a "View profile" link. A yellow warning box states: "Sorry! You have a relationship with this advertiser, but they do not allow publishers to build links." Below this, the "Build a Publisher-Specific Link (PSL) to this Page" section is visible. It prompts the user to "Please choose a relationship to use:" and provides a dropdown menu. Below the dropdown, there is a text input field labeled "Name this link (optional):". At the bottom of the section is a "Generate Link" button.

Google Affiliate Network

Montgomery Ward  
[View profile >](#)

Sorry! You have a relationship with this advertiser, but they do not allow publishers to build links.

Build a Publisher-Specific Link (PSL) to this Page

Please choose a relationship to use:

Name this link (optional):

Generate Link

## 0 Redirect Link

---

[http://gan.doubleclick.net/gan\\_click?lid=XXXXXXXX&pubid=YYYYYYYY](http://gan.doubleclick.net/gan_click?lid=XXXXXXXX&pubid=YYYYYYYY)

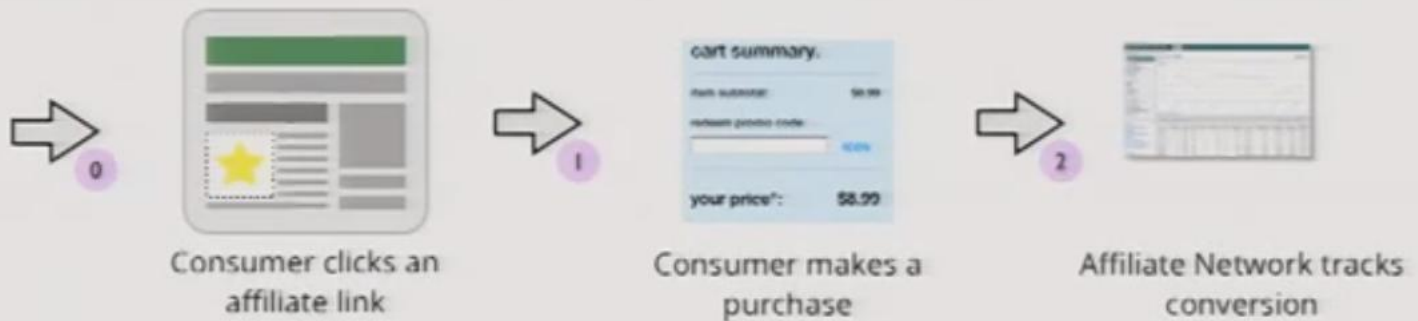
- lid= defines the unique Link ID you are using
- pubid= defines your unique publisher ID

## 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

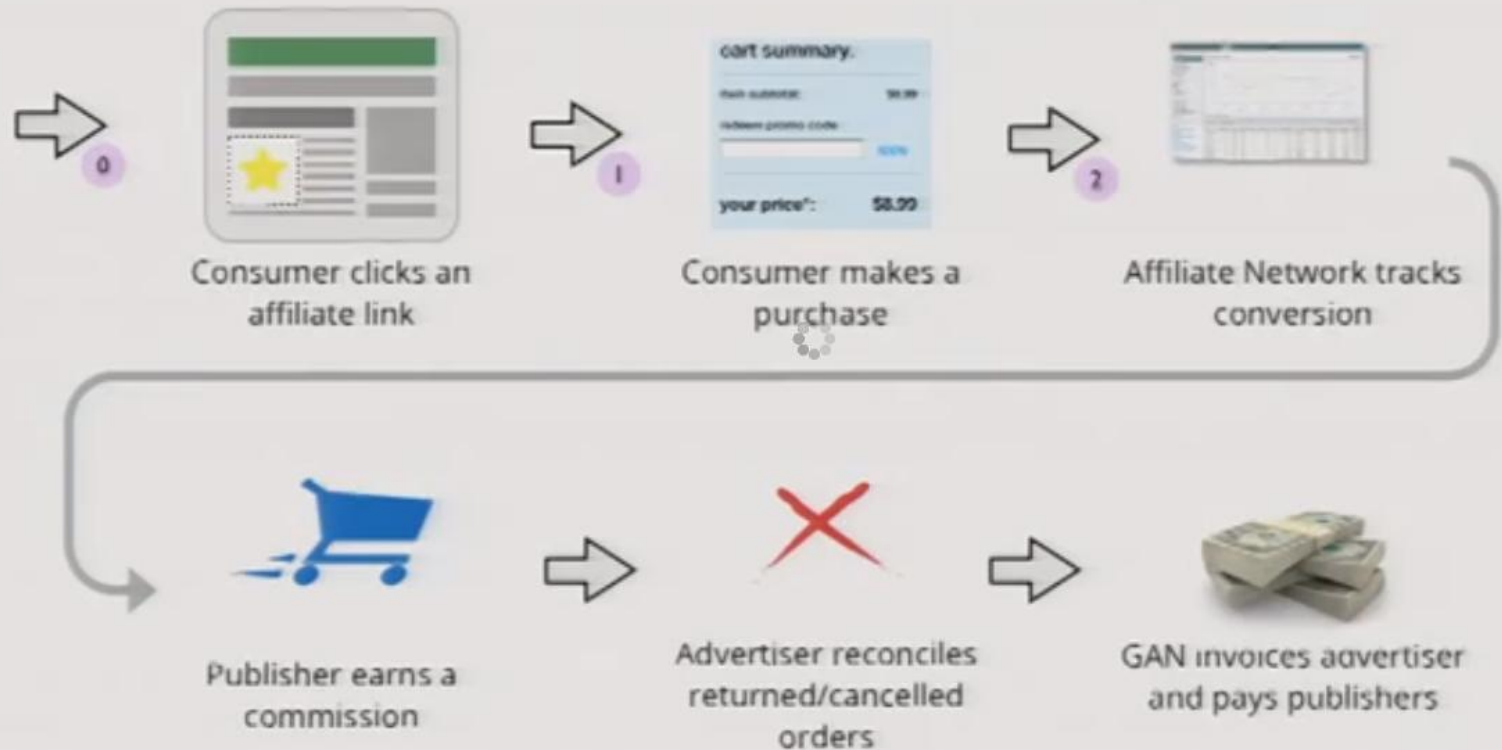
```

```

HTML

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

# Typical Workflow





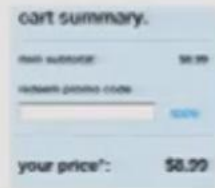
# Loyalty Workflow



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](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](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 -

Filter: | 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 Fee
K220980		Primary										
K220985		Test Link										
K220912		Primary										
K220953		Primary										
K220909		Test Link										
K220870		Primary										
K220672		Test Tagline										
K204079		Test Link										
K207300		Primary										
K211640		Primary										
K222988		Primary										
K222796		Test link										
K220985		Primary										

Performance: Order delta

Last 7 days -

Filter: | 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 Fee	Member ID	Subtype	Modification Type
May 17, 2012	2012-05-17 07:59:32 -0500		K220988	100001079					Transaction	1 (Added)
May 17, 2012	2012-05-17 10:48:01 -0500		K220972	100003819					Transaction	1 (Added)
May 17, 2012	2012-05-15 05:00:00 -0800		K215400	1464800					Transaction	-1 (Removed)
May 17, 2012	2012-05-16 09:10:25 -0800		K215400	1464800					Action	-1 (Removed)
May 17, 2012	2012-05-16 04:58:08 -0500		K215400	1464800					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
<b>Performance:</b>								
Activity								
Activity detail								
Order delta								
<b>Advertiser-related</b>								
Advertisers								
Categories								
Commissions								
<b>Creative</b>								
Links detail								
Creative size								
<b>Products-related</b>								
Products detail								
Order item detail								
Product category revenue								
<b>Payments</b>								
Payments overview								
Payment details								
Holds								
Saved reports								

Payments: **Payment details**

For payment period: June 2012 >

Advertiser ID	Advertiser Name	Activity Month	Publisher Fee
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

### Lookup an order based on Order ID

The screenshot shows the Google AdWords 'Find Orders' page. On the left, there's a sidebar with navigation links like 'Home', 'Tools', 'Reports', 'Audience', 'Keywords', 'AdWords', 'Billing', 'Account', 'Help', and 'About'. The main content area is titled 'Find Orders' and shows a list of orders. The first order is for 'AdWords Advertiser' with a total value of \$1.58 and a date of 10/1/10. The page also includes a search bar and a 'Filter' button.

File a missing order

The screenshot displays the 'Create Inquiries' page in the Google AdWords interface. The page is divided into a sidebar on the left and a main content area. The sidebar contains navigation links: Home, Tools, Products, Orders, Inquiries, Campaigns, Reports, Subscriptions, and Settings. The main content area has a header with 'Inquiries' and a sub-header 'Create Inquiries'. Below this, there is a table listing three inquiries. Each row contains the following information: Order ID, Order amount, Order date, Member ID, and Publisher Name. The first inquiry has an order amount of \$1736, the second \$1146, and the third \$1146. The page also includes a footer with links to Google AdWords, Google AdWords Center, Privacy Policy, Terms & Conditions, and Program Policies.

Order ID	Order amount	Order date	Member ID	Publisher Name
1234	\$1736	2011/06/27	12345678	123456
5678	\$1146	2011/06/28	12345678	123456
9012	\$1146	2011/06/28	12345678	123456



# 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](https://google.com/ads/affiliatenetwork)  
Developers : [developers.google.com/affiliate-network](https://developers.google.com/affiliate-network)



# Ali Pasha & Shaun Cox



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