



Affiliate Program Growth Plan

Benefits

- ✓ Benchmark against leading retail affiliate programs in U.K. & N. America
- ✓ Secure an action plan for growth via planned change

We use a phased approach:

Situational Analysis (research phase)

Working closely with your team we conduct a SWOT analysis (Strength, Weakness, Opportunities, Threats) based on a complete (search+affiliate) performance marketing diagnostic.

Actionable Recommendations (deliverable phase)

Within a few week's time we

- **Validate** and/or provide guidance for adjusting your affiliate channel's goals, **objectives** and key performance indicators (KPIs) like customer lifetime value
- Provide immediately **actionable**, growth **recommendations** that drive revenue while minding bottom line profit
- Reach beyond our proprietary insights by supporting guidance with respected secondary **research**, key industry trends, etc.
- Identify and rectifying **campaign attribution** and/or competitive channel cannibalization issues
- **Align** employee and/or outsourced program management and/or network vendor compensation structure/objectives with yours
- **Restructure** affiliate compensation scheme as needed (business rules for payment based on KPIs)

Call 312-957-6020 Today or eMail
jeff@molanderassoc.com for Pricing and Details...



Jeff Molander is CEO of [Molander & Associates Inc.](#), where he helps clients build business cases for investment in digital advertising and media. He's been advising entrepreneurs, investors, agencies, multi-channel retailers and service marketers on Internet business strategies since 1997. Molander specializes in performance-based Web marketing disciplines and is a Gerson Lehrman Group Leader – distinguishing him as top 5 percentile international Technology & Media consultant. He guides a handful of early stage companies and is an investor and board member of Calgary-based Shopster.com.

Molander cut his performance marketing teeth in 1999 upon joining client, Performics Inc. where he helped found and grow the Web marketing services company. Performics was acquired by DoubleClick for \$65 million in 2004 and Google Inc. in 2007.

He is a business blogger ([eConsultancy](#), [Shop.org](#) and [JeffMolander.com](#)), author, veteran podcaster and a regular, sought-after speaker at a variety of trade conferences and academic functions including ad:tech, the Direct Marketing Association, The National Retail Federation (Shop.org), Electronic Retailing Association and Loyola University's Graduate School of Business. Molander is regularly published in a variety of news, financial services, advertising and marketing journals including Business 2.0, Inc. Magazine, Forbes Small Business, MarketingSherpa, [SeekingAlpha.com](#), Internet Retailer Magazine, Catalog Success Magazine, DM News and is a regular columnist at Target Marketing Magazine. In 2009, he is slated to release *Ignorance Economy*, an insider's exposé on digital advertising and media economics and *Paying for Performance*, an executive pocket guide to digital performance marketing. He blogs at [www.jeffmolander.com](#). Jeff participates in various advisory boards such as recently-acquired, [EcomXpo](#).

Some of our Retail Clients

