

7 QUESTIONS TO ASK

When Choosing an **Affiliate Management Agency**

1

WHAT KIND OF EXPERIENCE DOES THE AFFILIATE PROGRAM MANAGEMENT TEAM HAVE?

High-performing affiliate programs are managed by experienced professionals who have a proven track record of successful affiliate program management and strong relationships with diverse affiliate partners.

2

WHAT NUMBER OF FULL-TIME EMPLOYEES ARE DEDICATED TO AFFILIATE PROGRAMS?

An affiliate agency should have several dedicated team members overseeing your affiliate program.

3

WHAT IS THEIR APPROACH TO AFFILIATE RECRUITMENT, ACTIVATION AND OPTIMIZATION?

A successful affiliate program includes quality partners that are aligned with your goals and KPIs. This requires an agency team that understands your business and knows how to attract the right partners to your program.

4

DOES THE AGENCY HAVE A TRUE GLOBAL FOOTPRINT?

If you're looking to expand your program globally, it's critical to have the support of experienced, full-time employee account teams located in region or market who bring deep expertise and fluency in regional language, culture and business requirements.

5

DOES THE AGENCY INCLUDE A CUSTOMER SUCCESS TEAM?

An affiliate agency should provide centralized guidance, strategy and expertise to help onboard and grow your program at all times.

6

WHAT IS THEIR STRATEGY TO REACH GOALS AND KPIS?

It's essential to know exactly how the agency plans on helping you reach the goals and KPIs you've established for your affiliate program.

7

DO THEY HAVE CLIENT TESTIMONIALS AND REVIEWS RELATED TO AFFILIATE PROGRAM MANAGEMENT?

Look for agencies that have actually won awards for their affiliate program management, and proven success via client testimonials and review sites.

Interested in learning more about choosing an
affiliate management agency that's right for your brand?

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