

CPS AFFILIATE PROGRAMS - HOW TO WORK WITH THEM?



Comprehensive guide to promoting
CPS campaigns in 2022

Table of Contents:

Start here!	3
Some sales stats	4
CPS - what's that?	6
Best converting CPS affiliate programs from MyLead	8
Calendar of the most important holidays for publishers	11
Ready-to-use ideas for promotion	12
Product ranking	12
Product reviews and opinions	13
Product testing	14
Unboxings and first impressions	15
Try-on hauls	16
Coupons/cashback	17
Sales tricks to keep in mind	18
5 tips to promote CPS	19
1. Evaluate whether the product has potential	19
2. Use very specific keywords	19
3. Remember about deep linking	19
4. Sell mid-priced products	20
5. Use tools that make your job easier	21

Start here!

Hi,

We are more than happy that you are reaching for one of our ebooks again. This time we will focus on a model that will work for beginners but also more advanced publishers. Of course, we are talking about the CPS model.

Did you know that MyLead won the title of the best e-commerce network in the Affbank Awards SUMMER 2022 competition? This is one of the reasons why we chose this topic. However, there is something else - Black Friday, i.e. the holiday of affiliate marketing, that will be here very soon.

We hope that this guide will be useful to you both during this and other holidays that are culturally associated with shopping. In fact, you will use it regardless of the occasion. After all, shopping isn't just for the holidays.

If you are reading this guide, it means that you have voted for MyLead in the **Peak Awards by affLIFT** contest. We are so happy about that. However, if you got it from someone - take a few moments to vote for us this time, too. We will be very grateful.

LET'S VOTE FOR MYLEAD

Remember that we always appreciate your feedback about our work. You can also share your opinion on this ebook to one of MyLead support members. Now, enjoy your reading!

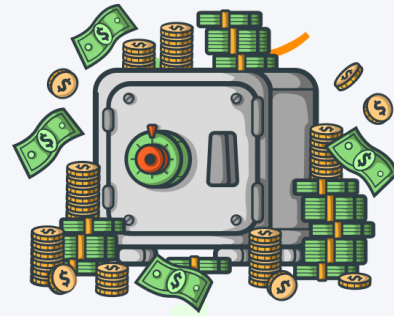
The Author

Some sales stats

You've heard the "Black Friday" slogan so many times... Now, let's take a look at the numbers. Did you know that last year alone, companies earned about \$30-40 billion? This year, due to the economic situation, it may look a bit different. It is certain, however, that it is this particular day that many consumers are waiting for, wanting to save on expenses planned for a long time.

The estimated profits of companies during Black Friday in 2021 amounted to 30-40 billion dollars.

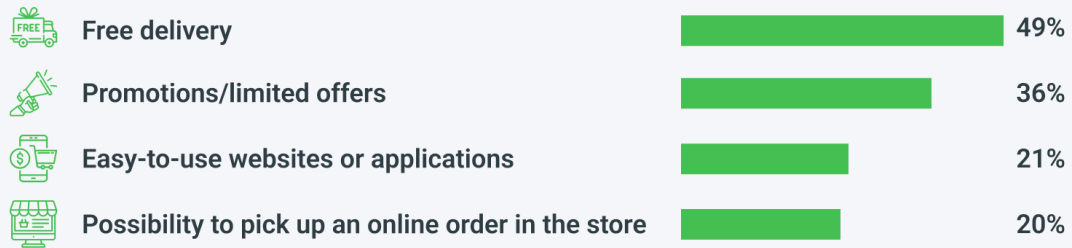
Source: Zippia



In order to help customers make a purchase decision, brands decide on various solutions. When promoting affiliate programs, it is worth being aware of which ones work best and choose those brands that have decided to take these and not other steps.

According to the National Retail Federation, the best motivator to start the purchasing process is free delivery. The factors influencing purchasing decisions are followed by promotions and limited offers, ease of use of a website or application, as well as the ability to pick up an order online in a physical store.

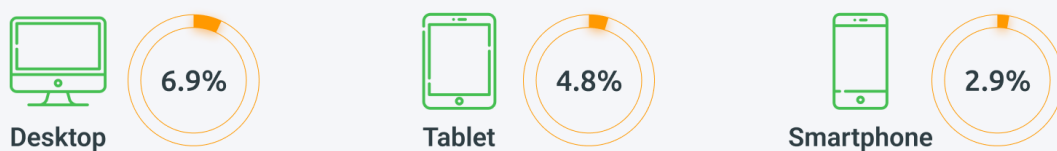
Factors influencing purchasing decisions during Black Friday:



Source: National Retail Federation

Although it's a known fact that mobile shopping is constantly gaining popularity, most conversions during Black Friday are made from desktop devices. Keep this in mind when planning your promotional strategy for this or next year.

Black Friday conversion rate per device:

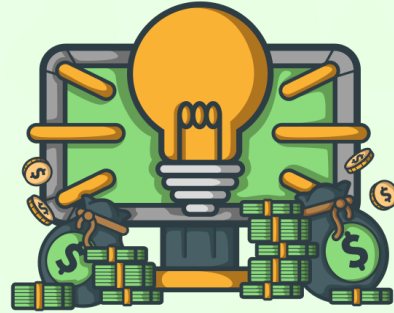


Source: Adobe Analytics

Do you know the basics?

Go to the ready-to-use promotion ideas section.

CHECKING >



CPS - what's that?

Let's move on to the main topic of this guide. If you are new to affiliate marketing, you are probably wondering what CPS stands for.

In affiliate marketing, CPS (Cost Per Sale) is one of the monetization models in which the publisher receives remuneration after the customer makes a purchase in the online store. This model is most often used in e-commerce programs. Typically, the rate in CPS programs is expressed as a percentage of the purchase, less often as a specific amount.

All CPS affiliate programs available on MyLead can be found in the list of campaigns.

I WANT TO GO TO THE CAMPAIGN LIST

CPS campaigns are an interesting choice at every level of advancement of the affiliate publisher. Why?

- **Longer exposure** - advertisers rarely deactivate CPS offers.
- **No CAP** - typically, CPS programs do not have a traffic limit.
- **Relatively high ROI** - with paid ads, the return on investment can be really high.
- **Low entry threshold** - it's easy to create a website or blog about the product.
- **Relatively wide audience** - while it is clear that different products will appeal to different consumers, e-commerce campaigns will successfully reach more people than dating or gambling.

- **Easy optimization** - cost-per-sales marketing strategies allow for accurate, real-time analytics that can later be used to optimize your campaigns.

Best converting CPS affiliate programs from MyLead

If you are already making money with e-commerce campaigns, this point may be of particular interest to you. Especially for you, we have collected **12 best converting affiliate programs** targeted at different countries. Check out what we have prepared.

Aliexpress Global

Rate: 0,60% - 55,20% | **Type:** CPS | **Conversion type:** Sale | **Countries:** GLOBAL

[CHECK OUT THE PROGRAM](#)

Shopee - PL

Rate: 4,80% - 18,72% | **Type:** CPS | **Conversion type:** Sale | **Countries:** PL

[CHECK OUT THE PROGRAM](#)

OCHNIK - PL

Rate: 5,20% | **Type:** CPS | **Conversion type:** Sale | **Countries:** PL

[CHECK OUT THE PROGRAM](#)

Bonprix - RO

Rate: 5,60% | **Type:** CPS | **Conversion type:** Sale | **Countries:** RO

[CHECK OUT THE PROGRAM](#)

Bonprix - HU

Rate: 4,00% | **Type:** CPS | **Conversion type:** Sale | **Countries:** HU

[CHECK OUT THE PROGRAM](#)

Condor - DE

Rate: 0,75% | **Type:** CPS | **Conversion type:** Sale | **Countries:** DE

[CHECK OUT THE PROGRAM](#)

Bershka - FR

Rate: 3,84% | **Type:** CPS | **Conversion type:** Sale | **Countries:** FR

[CHECK OUT THE PROGRAM](#)

RunningDirect.de - DE

Rate: 4,00% | **Type:** CPS | **Conversion type:** Sale | **Countries:** DE

[CHECK OUT THE PROGRAM](#)



Radisson Hotels - GB

Stawka: 3,00% | **Model:** CPS | **Conversion type:** Sale | **Countries:** GB

[CHECK OUT THE PROGRAM](#)

Petrovich - RU

Stawka: 1,2% | **Model:** CPS | **Conversion type:** Sale | **Countries:** RU

[CHECK OUT THE PROGRAM](#)

eBay

Stawka: 2,92% | **Model:** CPS | **Conversion type:** Sale | **Countries:** Global

[CHECK OUT THE PROGRAM](#)

Calendar of the most important holidays for publishers

We've already mentioned that **you can promote CPS programs all year round**. However, there are certain dates or periods that are worth keeping in mind when you want to delve into the subject of e-commerce. What days are we talking about?

Do you know the **most important dates** in affiliate marketing?



At the turn of January and February, look out for the **Chinese New Year**, and at the beginning of the second month of the year, focus on the **Valentine's Day** (February 14) promotion and **Singles Day** offers (February 15). The beginning of spring prompts customers to change their wardrobe, and **Easter** celebrated at this time creates demand for decorations or candy. Remember about **Mother's Day**, too. In the UK the mothers celebrate on Fourth Sunday in Lent (March 19, 2023) and in the USA it's the second Sunday of May. After that, remember to prepare for **World Children's Day** (June 1). In the summer, we recommend the promotion of products necessary for practicing holiday water sports or garden furniture, and in the fall, introduce customers to the **Halloween** atmosphere (October 31). The most important holiday may turn out to be **Black Friday** falling on the last Friday of November followed by **Cyber Monday**. In December, the crazy presents shopping spree begins. Remember to start the promotion a few weeks before **Christmas**, and the closer to the **New Year**, the more you encourage the purchase of calendars and all kinds of planners.

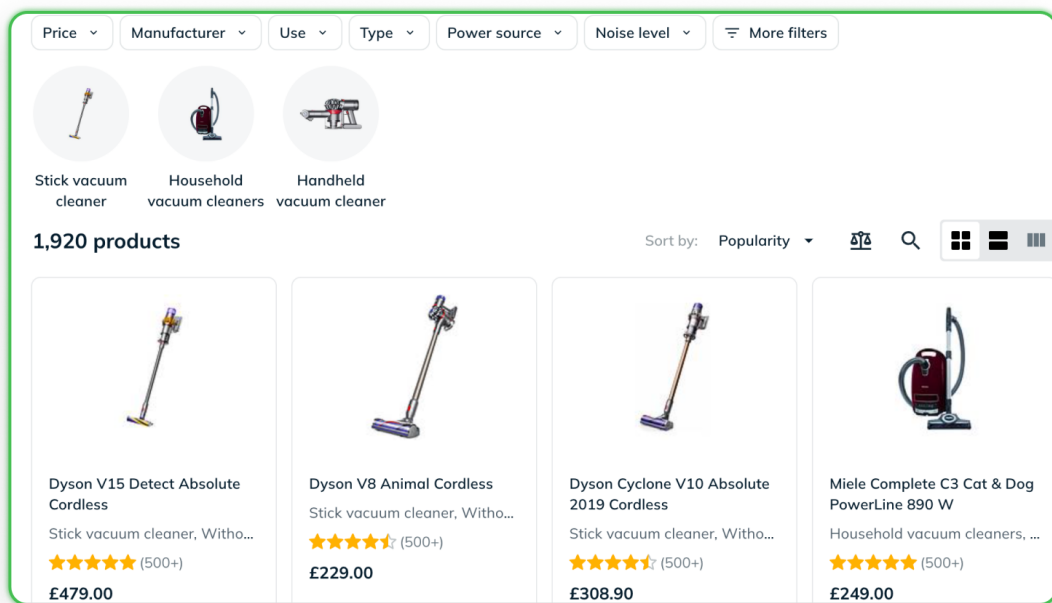
These are just some of the holidays worth keeping in mind. The full list can be found on the MyLead blog.

[GO TO THE ARTICLE](#)

Ready-to-use ideas for promotion

You joined the affiliate network because you are interested in promoting an e-commerce campaign. Unfortunately, you don't know how to show your offer the best way. Let us give you a hint.

Product ranking



Source: <https://pricespy.co.uk/c/vacuum-cleaners>

Rankings of any kind will always be a good idea. On the occasion of Black Friday, **lists comparing electronics and household appliances**, i.e. those that are usually waiting for the biggest promotions at this time, will be great. You can create such a ranking on **your own website, blog** or upload it as a **post on social media**. When creating your own website, you may be interested in SEO, and while it is a good idea, it may take you a while. In order to accelerate the effects, support your actions with **PPC ads in social media**. They allow for exceptionally effective personalization of messages, and you can create them through **advertising networks**.

Product reviews and opinions

I Tried EMERGE Natural Hair Products : A 4c Hair Honest Review

13/03/2020

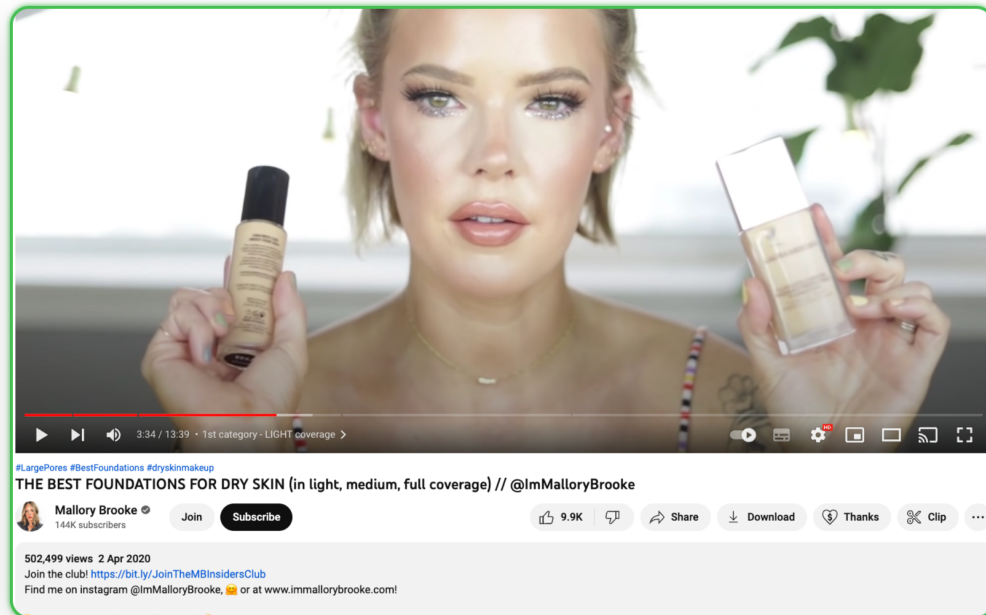
I thoroughly enjoyed "Big Red" my red crochet hairstyle , but I had to take it out. No worries she'll be back! My own natural hair was due for a good wash day. I found myself in the nearest Target natural hair care aisle and was surprised to find these products from a new brand called Emerge.



Source: <http://www.froplusfashion.com>

A review with a linked product is another great idea. You will successfully publish it on **your own blog** or **Instagram profile**. You can also talk about the product **on TikTok** or in a **YouTube video** by posting a link to it in the video description. When it comes to reviews, it is also worth looking at **online forums** dedicated to a specific topic, which often have special threads dedicated to reviews.

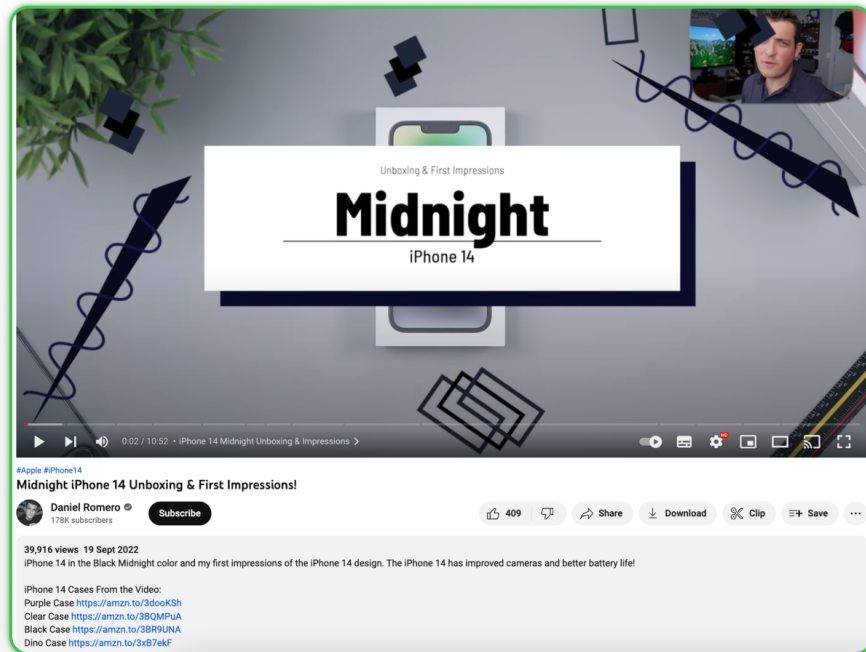
Product testing



Source: https://www.youtube.com/watch?v=CQAtw12la4o&ab_channel=MalloryBrooke

You can use product tests to promote skin care products, food and even electronics. **Attract the recipient's attention by exposing the product to extreme conditions. Test foundation or deodorant for hours to see how good they are, testing the effectiveness of soundproofing headphones** during a renovation will also be perfect for this purpose. Such a test is best presented in the form of a video, comparing the manufacturer's promises with the actual state. YouTube, Instagram or TikTok will work magic here.

Unboxings and first impressions



Source: https://www.youtube.com/watch?v=oyZI73jIWD8&ab_channel=DanielRomero

Unboxings, “live” reactions or first impressions are another format worth paying attention to. In this case, **video** reigns supreme, but you can also successfully describe initial opinions about new products on a **blog** or in a **post on a Facebook group** or **your own social media profile**.

Try-on hauls

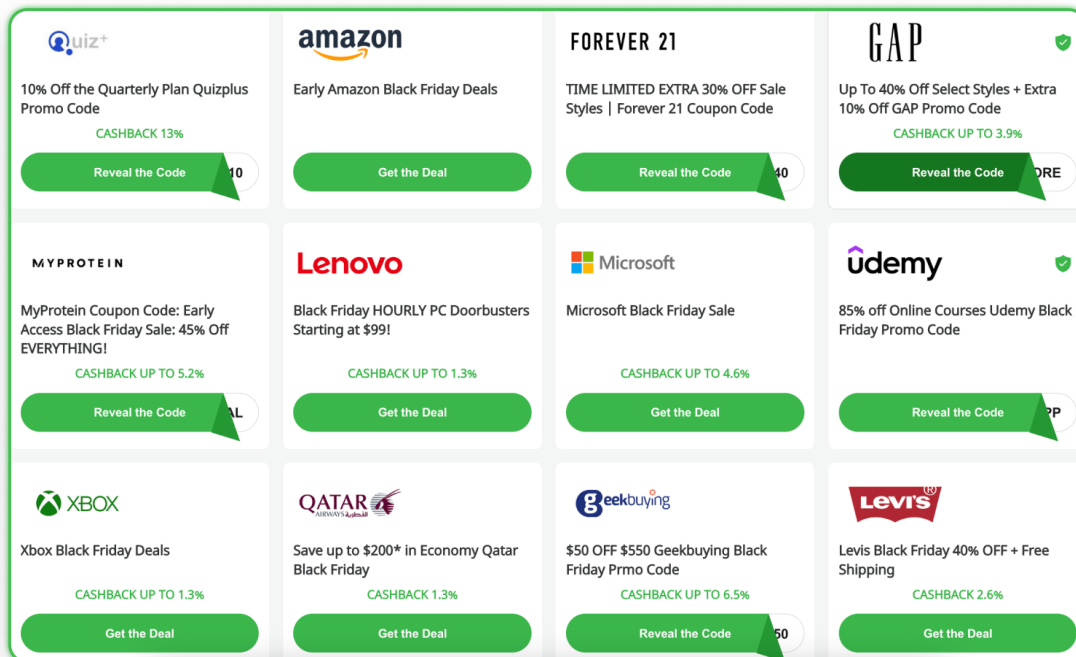


Source:

https://www.tiktok.com/@_ninovaa/video/7165491769143053573?is_from_webapp=1&sender_device=pc&web_id=7076344838295176709

Try on haul means trying on new products. Most often they can be found on **TikTok**, **YouTube** or **Instagram reels**, and they are used when presenting clothing, footwear or accessories. The affiliate link can be placed in the profile or description of the video. For this purpose, you can use one of the MyLead tools - [prelanding with offers](#) or use tools that will let you create a tree of links, such as [Linktr.ee](#). It is worth noting that Instagram now allows you to post more than one link in the BIO, which we hope you will find useful.

Coupons/cashback



Source: <https://www.picodi.com/us/>

Pages with coupons or cashback are other ways of promotion that are often used in affiliate marketing. Apps will also work well for this purpose. Additional advertising in browsers aimed at promoting this type of portal can work well, especially during big sales.

Sales tricks to keep in mind

Posting an affiliate link online is one thing. Another thing is actually drawing the customer's attention to the product you promote. To achieve the goal of conversion, it'd be good to use some kind of tricks that will encourage the user to take action in the form of a purchase. What tricks are we talking about?

- **limited number of products** - include information about the limited number of products at a promotional price in the newsletter, private message or on the landing page. An interesting product not available to the general public will be of interest to many customers.
- **countdown to the end of the sale** - have you ever seen a clock counting down to the end of the sale? Use this trick on your website or mobile app to make your customers feel like they're in a hurry.
- **opinions and ratings of other customers** - opinions of people who can already boast of the purchased product often accelerate customers' purchasing decisions. Put them on a sales page or use them in a narrative (e.g. "Everyone on TikTok is talking about it", "I've seen a lot of reviews on YouTube").

5 tips to promote CPS

1. Evaluate whether the product has potential

Products that do not meet the buyer's needs may be returned. If this happens, the buyer gets a refund and your commission is reversed. To prevent this, you need to be able to determine what product will meet your customers' expectations.

The easiest way to determine the quality and usefulness of a product is to test it yourself. If you do not want to spend money, check how popular the affiliate program is. A campaign that is promoted by many publishers and has a high EPC may suggest that the product is doing well in the market. If you cannot find such information, ask your manager for a recommendation.

2. Use very specific keywords

To maximize conversion, choose precise keywords that will tell you about the product. When promoting swimming accessories, you cannot advertise them to every person who is interested in sport. Narrow down messages to the practiced discipline, gender or level of advancement of the customer. Swimming goggles for amateurs are something else than a triathlon wetsuit for professionals.

3. Remember about deep linking

Many publishers refer customers to the home page or category page on a retailer's site, rather than directing them to the specific page of the product that is being promoted. In such situations, the customer most often remains undecided, and the risk of abandoning the purchase increases when they cannot easily find what they were looking for.

ADDITIONAL FEATURES:

- ☐ Deeplinks (1348)
- ☐ Banners (1299)
- ☐ Smartlinks (29)
- ☐ Product feed (102)
- ☐ Landing Pages (5)

If you want to know more about deep linking, check out the article on the MyLead blog.

[GO TO THE ARTICLE](#)

All campaigns with the possibility of deep linking can be found on the list of offers using the appropriate filtering.

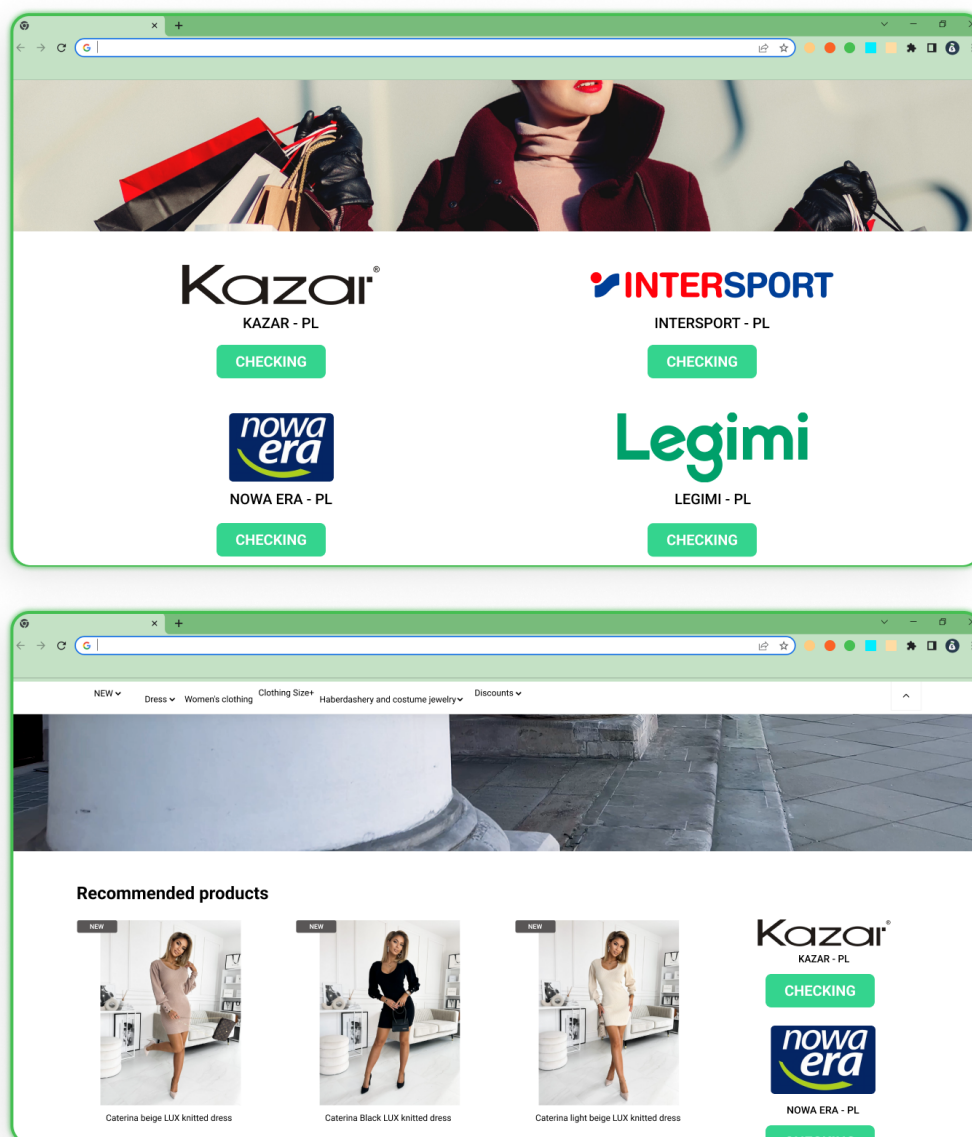
4. Sell mid-priced products

One of the biggest selling mistakes is greed. Many publishers very often decide to promote products from the higher price range, hoping for high commissions. Unfortunately, a product that's more expensive is not easy to sell. It does not attract the attention of impulsive buyers. Customers can also worry about ordering an expensive product online.

Remember that although there is a lower commission behind a cheaper product, it will be much easier for you to persuade more customers to buy it, which may translate into similar earnings. The optimal price of the product is around \$50, and a commission should be around 5-8%.

5. Use tools that make your job easier

We probably don't need to remind you about using [HideLink](#), do we? But do you remember about our [prelanding with offers](#)? This tool will allow you to generate a simple prelander for free, thanks to which you will filter out uninterested users. Thanks to it, you will collect the offers you promote in one place, creating a simple page or element of the Internet portal.



Prelanding with offers can be used by affiliate publishers who are interested in parking domains. You can read about increasing conversions using domain parking on our blog.

[GO TO THE ARTICLE](#)