

# Definitions of Affiliate Keywords



**Solo Email:** An email that goes out that is just for your offer and is not a banner ad or small snippet of text in part of the email in second or third position. The headline and body are all dedicated to one offer, usually endorsed by the list owner.

**Sponsored Email:** An email that is typically a solo email, but is shown clearly to be a 3rd party email because it says "Sponsored By" or "By our Friends At..." and they are typically slightly less effective but still excellent in terms of warm email traffic.

**Banner Ad:** Banner Ads are typically found on the website of an affiliate partner or within the body copy of an email, usually their in-house newsletter. These are the least effective of the warm emails, as they are a small part of the email and would not be the sole focus, normally in addition to another activity.

**Conversion Rate (CR):** The rate at which clicks turn to customers.

**Average Cart Value (ACV) or (AOV):** The average order value of an offer, including upsells. For example, a front end offer might cost \$37, but there are three upsells after the front offer that brings the average order value to \$93. The higher the Average Cart Value, the better because that makes the affiliate and you the most money.

**Upsell:** Add-ons that accompany a front end offer that cost money and are used to increase lifetime customer value and average cart value.

**Earnings Per Click (EPC):** An important metric to see if an offer is converting well. The formula is sales divided by clicks. EX: an affiliate has \$2,000 in sales, and they sent 3,500 clicks it is  $\$2,000 \div 3,500 = \$0.57$  EPC.

**Cost Per Click (CPC):** This is the cost of buying media, as every click typically costs you money. Similar concept to EPC, but this is cost divided by clicks. EX: you paid \$2,000 for an email drop that sent 4,000 clicks.  $\$2,000 \div 4,000 = \$0.50$  a click.

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**Joint Venture:** This is commonly referred to as a “JV,” which means that there will be reciprocation on both sides in terms of mailing/partnership. This usually means that I will mail for you, and you will mail for me, on an appointed date on each company’s calendar.

**Intro Swap:** An easy and effective way to grow your network. You introduce a new partner to someone, and they do the same for you. An introduction to an introduction.

**Email List or “List”:** The email list of subscribers (leads) and buyers (customers) that a company: uses to communicate with their tribe.

**JV Policy (JV):** The internal policy most JV partners have that are guidelines for their interactions with affiliate partners. They all vary across the board. Standard JV policies include stipulations like no lead generation offers and a strict policy on risky propositions.

**Cost Per Lead (CPL):** Refers to the payment an affiliate partner is willing to pay for email addresses. Some funnels are an opt-in/lead only, not direct to sale. Make sure to get the maximum amount of CPL available for giving away leads from your assets, and to incentivize affiliate partners with great CPLs in return if your funnel is tested and optimized.

**Warm Traffic:** Traffic that comes from sources that support your offer...people that usually arise from an email list of an affiliate partner or social media profile. This traffic is generally free upfront, meaning that you pay out commissions or cost Per Lead after the mailing has been completed.

**Cold Traffic:** Traffic that you buy upfront, usually from a paid media channel like Google, Facebook, Native Ads, and 3rd party emails. The customer is generally not familiar with you and is not endorsed by a partner.

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**Lead Swap:** Easy and effective way to grow your list of email subscribers. You and your affiliate partner can agree to a leads swap. You swap leads for leads and don't count clicks. The clicks will typically always be off because offers convert differently. You usually still keep the commission on both sides.

**Click Swap:** A click swap is matching click for click with another affiliate partner. For example, you might do a 50,000 click swap, where a total of 100,000 clicks are exchanged in that click swap. Commission on both sides is typically standard.

**2nd Tier:** This is one to get introductions to new affiliates, and connectors typically do these introductions. Typical 2nd tier commission is 10% of the total gross sales for info products, 5% of total gross sales on supplements.

**List Suppression:** When you scrub your list of inactive emails and bounce-backs, and also when you work with specialized partner deals on Auto-Responders, you can send over a list of everyone who has opted in/bought your offer so that your partner can scrub them from seeing your offer over and over and getting spam complaints.

**Auto-Responder:** A sequence of emails set up when customers or subscribers first buy or opt-in for an offer. Usually a minimum of 7 days, and as long as three years. A combination of content, upsells, and additional products, and 3rd party offers before they get placed on regular broadcast emails.

**Evergreen:** This is when an offer can be mailed any time, 365 days out of the year. There is no restriction on when you can send for these.

**Email Swipe:** Copy Comprised of a subject line, body copy, tracking link, and graphics (if provided/needed) that will be used to mail out to a JV partner's list.

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**Links:** Links that are connected to your affiliate partner's account that tracks their clicks, earnings, leads, and sales. One of the most critical pieces of technology in the affiliate world. Always make sure everything is following correctly so that you avoid big problems later.

**Lead Generation:** Offers that are not direct-to-sale; instead, they usually offer something free, like a free E-Book or a free plus shipping DVD or Book tripwire—mostly designed to get an email address to market internally. Usually has some upsell, although not as many as direct-to-sale offers.

**Straight to Sale:** Offers A front end offer that you can buy right away, usually with upsells. The most common types of offers that you will see.

**Launch:** A launch is usually for the launch of a new product or offer or a re-launch with optimizations. A group of affiliates mail for a specific window of time, and they compete for prizes and positions on the leaderboard. One of the best ways to raise cash quickly, but you have to have an offer that performs well.

**Tripwire:** A low-cost product someone buys and then is offered more products as upsells. It's a way to get a prospect buying with a low-friction offer. And you get them into your funnel, email list, etc.