



RUNNING AN AFFILIATE PROGRAM: IN-HOUSE VS. AGENCY

Having been on all sides of the performance marketing ecosystem (affiliate, merchant, network, agency), we at MyAp understand a variety of perspectives when it comes to managing a successful affiliate program.

Experience has demonstrated that running an affiliate program in-house provides greater control, potential cost savings, and the ability to build closer relationships with affiliates, which all increase the chances of success.

BENEFITS OF RUNNING AN AFFILIATE PROGRAM IN-HOUSE



FULL CONTROL

Manage every aspect of the program



MAXIMIZED PROFITS

No network commission fees



BETTER RELATIONSHIPS

Directly collaborate with affiliates



FULL TRANSPARENCY

Access complete performance data

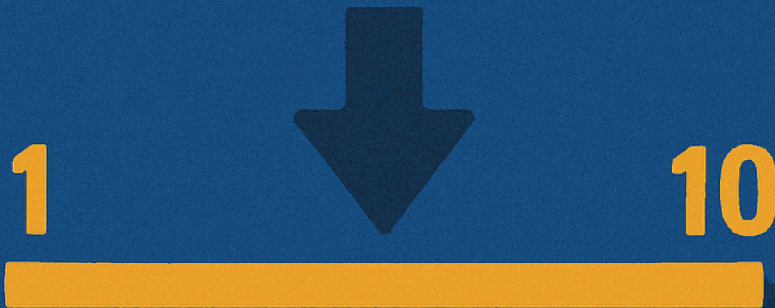
What Affiliate Management Agencies Don't Want You to Know

Although agencies have years of collective knowledge and expertise, there are definitely elements of their business that they are less transparent about.

Understand how that affects your program.



YOUR PROGRAM RANK



Agency Take: Many agencies have an internal client rating system based on performance, money spent with the agency, the size of your overall company, and other factors.

Impact on Your Brand: The largest revenue-generating programs get the most attention and resources. If your program is not designated as a top-tier client, you may have junior-level account executives overseeing your program.

Using MyAp: You determine the time, resources, and priority dedicated to the affiliate program.

Agency Take: Most affiliate marketing agencies often have dozens or even hundreds of clients, depending on their size.

Impact on Your Brand: You are just one of many and might be lost in the shuffle.

Using MyAp: Your program is priority Number One!





Agency Take: Many agencies employ a large number of junior-level staff members.

Impact on Your Brand: These account managers often lack the necessary industry knowledge (both affiliate and of your specific vertical) as well as the deep knowledge of your brand to make simple decisions quickly without your brand's approval.

Using MyAp: You can apply your expertise about your business and its marketplace to make decisions about your program.

Agency Take: Overworked agency staffers are often responsible for at least 5 programs and, in some cases, up to 10.

Impact on Your Brand: Account managers are often pressed for adequate time to devote to your program.

Using MyAp: You make the decisions about dedicated program resources, allowing you to move at a pace in line with your objectives.





Agency Take: Your brand will likely get a weekly report for the first six months, then transition to monthly reports and calls for the rest of the contract duration.

Impact on Your Brand: The first few months of handholding and attention lull you into a false sense of importance.

Using MyAp: Real-time reporting, as well as the ability to automate reports, means you see the KPIs you want when you want, with no delays.

Agency Take: While some say data doesn't lie, it can definitely be presented in such a way to soften bad news.

Impact on Your Brand: Less seasoned account managers are inexperienced at delivering bad news and may opt to present data that shows more favorable outcomes (like a particular product that saw 35% gains during a period, rather than noting that AOV and overall conversion rates were down for the same period). They are often cherry-picking data in an effort to keep your business.

Using MyAp: Real-time data access and customizable dashboards enable you to have the data you need, when you want it. That means making quicker decisions that are data-driven. You have the full picture - not just part of the story.



**CUSTOMIZABLE
DASHBOARDS**



Agency Take: Agencies also get big group discounts or deals with certain large affiliates (LTK, Rakuten, Capital One, etc.), which might impact your account manager pushing them on you as a good fit or for a paid opportunity.

Impact on Your Brand: You may end up paying for deals that don't provide the desired ROI.

Using MyAp: You determine which affiliates are a fit for your program based on your criteria and directly communicate with them.

Agency Take: Bigger agencies can experience significant employee turnover, as well as a high rate of client churn. That can result in agency account managers being shuffled around and new people being reassigned to your account.

Impact on Your Brand: You have no say in which agency employees work on your program. That means getting new people up to speed and possibly delaying in-process initiatives.

Using MyAp: You decide who is working on your program.



**Take
Control of
Your
Affiliate
Program
and Reap
the Rewards**

Greater Control

When you outsource your affiliate program, you're forced to adapt to a network's rigid templates, commission structures, and tracking methods. That one-size-fits-all approach often doesn't fit your brand's unique needs.

MyAp gives you:

- Flexible tracking options tailored to your funnels, not limited by a network's technology.
- Full control of messaging. That's everything from affiliate application pages to communication templates.
- A program that reflects your brand. With in-house control, you decide and can customize everything - without compromise.



**GREATER
CONTROL**

Reduce Costs

Agencies and networks don't come cheap. Running your program in-house with MyAp can save you tens of thousands of dollars a year that could be invested into affiliate payouts or growth campaigns.

MyAp ensures you:

- Eliminate high monthly SaaS fees and retainers to networks.
- No longer pay a percentage of commissions as a markup.
- Do not get charged additional agency retainers for "management services."
- Pay affiliates appropriate commissions for their performance.



Better Brand Alignment

No one knows your brand better than you. Yet when an agency runs your affiliate program, they often miss the nuance of your voice, your customer base, and your unique value proposition.

MyAp ensures you:

- Get Brand consistency in messaging, creative, and promotions.
- Have alignment with company values. There is no misrepresentation of your product.
- Can engage in smarter recruiting because you choose partners who fit your audience.
- Create affiliate promotions in line with other marketing channels in your business.



**ABOUT
OUR
BRAND**

Total Data Ownership

Affiliate success depends on data. But agencies and big networks often filter or delay reporting, giving you only part of the picture.

MyAp gives you:

- Instant, transparent access to your data.
- The ability to track performance in real-time to spot trends and optimize campaigns on the fly.
- Clear dashboards making data simple to understand.
- Easy setup of custom dashboards that can compare affiliate performance directly across all channels.



Closer Affiliate Relationships

Agencies don't want you to interact with affiliates, even when it is expedient to do so (like having to sign an insertion order). They go to great lengths to maintain their intermediary status for fear you'll not need them. When you bring affiliate management in-house, you build authentic, lasting relationships. Your affiliates become true brand ambassadors, not just another line in an agency's portfolio.

MyAp lets you:

- Directly communicate with affiliates so you can answer questions fast.
- Personalize outreach to celebrate wins, share new promotions, and motivate top performers.
- Create and upload product and brand collateral, as well as brand style guides, so there is no misrepresentation of your products or inconsistency in messaging.
- Nurture affiliates to create a greater sense of loyalty to your brand.
- Customize commission tiers for different affiliate types (influencers, publishers, partners).



Improved Affiliate Recruiting

Agencies most often default to a shared partner list of familiar affiliates for outreach. Or they cast a very wide net - playing a numbers game - hoping a few worthwhile potential partners will bite. This is mostly done with templated and impersonal outreach messaging.

MyAp lets you:

- Choose partners who best fit your audience.
- Determine the type of affiliates (content, influencers, loyalty, coupon, etc.) and the ratio of those types that is right for your program.
- Vet partners based on your specific criteria.
- Quickly onboard partners.
- Work directly with your PR or social media team to onboard appropriate partners.





Running a successful affiliate program in-house has many benefits. However, it also requires significant resources, expertise, and a robust infrastructure to manage effectively. Businesses need to weigh these benefits and challenges carefully to determine if managing the program in-house aligns with their capabilities and strategic goals.