### horizontal line**Affiliate Marketing Report**

#### **1. Executive Summary**

* Brief overview of affiliate marketing program performance.
* Highlight key metrics and outcomes.

#### **2. Program Objectives**

* Define specific goals (e.g., increase sales through affiliates, expand market reach).

#### **3. Affiliate Overview**

* **Top Affiliates**: List high-performing affiliates and their contributions.
* **New Affiliates**: Summarize recruitment efforts and engagement.

#### **4. Performance Metrics**

* **KPIs**: Sales, conversions, CTR, and average order value.
* **Affiliate-Specific Metrics**: Commission payout, conversion by affiliate, earnings per click (EPC).

#### **5. Channel Analysis**

* Evaluate the effectiveness of affiliate channels (blogs, social media, PPC).

#### **6. Budget and Payouts**

* Breakdown of budget allocated to affiliates.
* Total commissions and return on investment (ROI).

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#### **7. Insights & Optimization**

* Discuss successful strategies and affiliate behaviors.
* Suggestions for optimizing affiliate performance.

#### **8. Recommendations**

* Propose changes to commission structure or affiliate support.

#### **9. Conclusion**

* Recap of main findings and next steps.