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# 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).

## **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.