

IAB Affiliate Marketing Council Best Practice Guide:

Mobile within affiliate marketing

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With the significant growth of both traffic and transactions tracked through mobile devices, it becomes increasingly important to remind affiliate marketers of key considerations when working through the performance channel.

This document has been produced by the Best Practice Committee of the IAB's Affiliate Marketing Council. It specifically looks at the growth of m-commerce and focuses on sales tracked through handsets, rather than other aspects of mobile marketing such as Paid Search and Call Tracking.

Background

With mobile device traffic quadrupling and revenue estimated to have exceeded £100m through the affiliate channel in 2011¹, mobile marketing has now established itself as a key channel.

This revenue is being driven through a number of devices including mobile handsets such as the iPhone, Android, Blackberry and tablets such as the iPad.

Sales

Advertisers are recording a number of sales through their affiliate partners. These sales are typically recorded through non-mobile sites on mobile devices due to the relatively small number of retailers who currently have mobile optimised sites.

¹ Digital Window, '[M-Commerce the Complete Picture](#)', Matthew Swan, November 2011

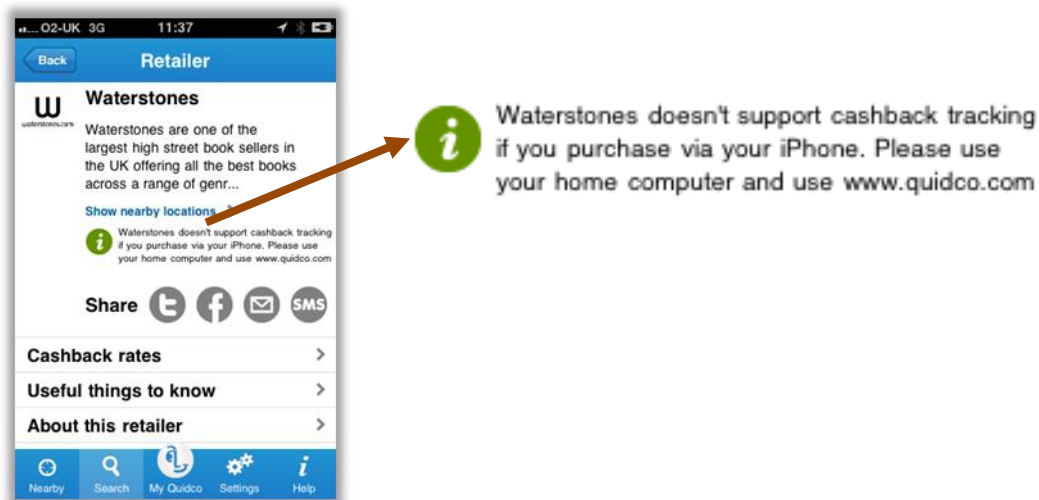
Tracking

By far the biggest challenge for affiliate marketers is ensuring tracking is in place on m-commerce sites.

This is imperative as without it affiliates will not be rewarded for any efforts to drive sales and activity via mobile devices. Every affiliate network or agency will be able to advise on how this should be done.

It is worth noting that those affiliates who have embarked on mobile activity will need to put in place contingency plans to ensure they do not lose out on commissions they are due. This is especially important when an affiliate has a consumer proposition that relies on the sale tracking such as the cashback, loyalty and reward sector.

For example, [Quidco](#), as a large cashback affiliate has to flag on their mobile app that consumers should not purchase from advertisers who have m-commerce sites without tracking in place via their mobile:



“The rising popularity of mobile device use has made the mobile channel one of increasing importance to all publishers and Quidco is no different.

“Due to our business model, where we pass any commission we earn back to our members as cashback, any proactive promotion of retailers within the mobile channel will require the retailer to have affiliate tracking integrated into their mobile site.”

Joshua James, Head of Commercial Products, Quidco

Affiliates in the space

There are a variety of affiliates who are active in the mobile space. These include Quidco, TopCashback, Vouchercloud, vouchercodes.co.uk, myvoucher codes.co.uk, Nectar, OSoYou and ShopStyle.

This is a small selection and the list is growing rapidly. For details of their activity please contact your network or agency who should be able to provide further detail on these and other mobile affiliate partners,

Further reading

To keep up to date with the work of the AMC please visit the blog: www.iabaffiliatemarketing.com or follow us on Twitter: www.twitter.com/IAB_AMC.