

# *paid on results*



## Validation and Payment

We are often asked what makes a successful program. There are two linked factors which have a major effect.

- Prompt validation of sales is paramount to a successful program.
- In order to validate, a program must be in funds. Consequently, **it is counter productive to delay payment on a program.**

Delayed validation will substantially damage or destroy a program. This can be irreversible, as bad news spreads quickly in the affiliate marketing community, due to the ease of communication.

Key affiliates can now choose from many lucrative programs and they must invest, to generate leads or make sales. In order to sustain investment, they need to know about the return on their investment as soon as possible. Therefore, programs which can provide prompt validation will be preferred by affiliates. **The sooner affiliates re-invest, the faster a program grows.**

We have a track record of guaranteed payment for valid sales and this greatly assists the loyalty of many of the top affiliates. However, this cannot protect a program with lack of funding or slow validation.

Should validation be delayed while system improvements are being developed - an interim validation process must be adopted to protect a program, until the preferred validation system is complete. We would be happy to suggest interim options.

**Affiliate marketing is unique, in that it is a zero risk** – the advertiser does not pay unless a sale has been made or a lead has been generated. Wise advertisers will recognise this invaluable benefit and provide the necessary validation and funding to successfully develop their program, in this rapidly expanding and lucrative market.