Ringba

for **Affiliate Marketers**

Use the industry's best reporting and analytics to make you a fortune

USE CASE

AFFILIATE MARKETERS

Introduction

Affiliate Marketers in the pay per call space are typically at a disadvantage, relying on their partner's tracking platform for their payouts and statistics.

This problem costs the affiliates substantial ROI from unmonetized calls and a lack of transparency from their partners, while also leading to over-spending on media buying from a lack of visibility into the key metrics that are driving their calls.

Furthermore, this lack of information impedes Affiliates' ability to negotiate with their partners. They often back themselves into a corner, negotiating from a point of weakness, because they don't have multiple existing buyers for their calls or a way to actually manage their call flow.

Background

Affiliate Marketers are third parties that provide calls to brokers, pay per call networks, call centers, and other vendors that need calls but do not specialize in marketing.

In our experience affiliates are some of the most creative people in any industry because they're forced to operate in an environment where everyone is attempting to take each others campaigns for their own gain.

They're typically compensated on some type of risk-free model for the vendor, hence the name 'pay per call'. In other words, the affiliate is paid only when a call is connected to the buyer that meets all of the predetermined criteria.

Examples of Payout Criteria:

- Minimum call duration
- Area code or geographic location
- Between specific hours of operation
- Specific demographic information such as age or income
- And more

When an affiliate generates a call that meets all of the requirements set for the campaign, it is considered a qualified call and they are paid. Most of the time when dealing with pay per call networks, affiliates are paid a flat rate per call, and are sometimes given bonuses based on volume or quality. Less sophisticated affiliates don't negotiate with buyers for higher payouts or other compensation, but as a rule all campaigns should be negotiated. (Everything in advertising should be negotiated, then renegotiated after results are delivered.)

Example Typical Affiliate Flow without Call Tracking:

1. Traffic Source
2. Landing Page
3. Network or Partner's Phone Number
4. Partner or Pay Per Call Network
5. Non-transparent Buyer

In the above example, the affiliate's partner is in complete control over everything related to the call flow, leaving the affiliate at a significant disadvantage. The network may not transparently disclose campaign restrictions that allow them to take advantage of the affiliate. For instance the partner may have a concurrency cap with the buyer that is shared among multiple affiliates and may not allocate any specific affiliate any guaranteed concurrency, thus causing any overflow to not be paid for by the partner, and in most circumstances they won't even disclose if this happens.

The affiliate is also not aware if the buyer decides to bounce calls, misreport the number of raw calls, or misreport the number of calls that met the conversion qualifications.

In the event there is a reporting issue between the partner and the buyer, the affiliate is also at a disadvantage because they're most likely unaware of the dispute.

When the partner and the buyer settle the issue, the partner may simply keep the adjusted amount and never notify the affiliate that there was an issue. This type of breakage is quite common in all segments of the online marketing industry and many companies use it to quietly widen their margins.

Perhaps the partner involved in this scenario is honest, and the calls that go over the buyers capping restriction are simply abandoned.

While this situation remains honest, the affiliate is once again at a disadvantage because the advertising dollars spent to generate the overflow calls are lost. Unfortunately due to the human requirement to answer the phone and unpredictable nature of call flow, this regularly happens.

Affiliates should have multiple buyers for the same campaigns at all times, otherwise they're in a single point of failure situation where if their buyer has a technical issue, has no capacity, decides to cut the affiliate off for various reasons, or other instances where their campaign has to be paused, the affiliate does not have an outlet for their calls.

This can be a dangerous situation that affiliates don't think about when they find a successful campaign. Due to the potential for 'easy money', affiliates are generally not thinking for the long term and this lack of foresight creates a dangerous blind spot for their business.

The Ringba Solution

Rule #1 for all types of online advertising for affiliates and marketers of any kind is “track everything”. Many affiliates we have encountered in the call space are reluctant to track their activities because unlike clicks which have a very low tracking cost, call tracking is significantly more expensive.

It is possible to run campaigns without tracking the calls, and many affiliates do it successfully, but we have yet to encounter someone not tracking their calls that didn’t have significant amounts of waste in lost calls or advertising spend.

The solution for the affiliate is to leverage call tracking to reduce their advertising spend, keep their partners honest with independently verifiable statistics, and to sell off overflow wherever possible. Almost 100% of the time Call Tracking turns into a profit center for Affiliates.

Example Typical Affiliate Flow using Ringba Call Tracking:

1. Traffic Source
2. Landing Page
3. Tracking JavaScript
4. Ringba Number
5. Network or Partner’s Phone Number
6. Partner or Pay Per Call Network
7. Non-transparent Buyer

By adding call tracking to their workflow, the cost per call will go up, but in almost every circumstance their return on investment will more than cover the additional expenditure.

Affiliates should seek to find multiple buyers for their campaigns. Typically the more calls, the more buyers they should find, but in almost all circumstances a minimum of 3 buyers is suggested.

This will allow them to negotiate between the multiple buyers, see which are actually performing better, and protect themselves from potential down time. By having more buyers, the affiliate is now in the power position for negotiating payouts and can pull their traffic from their partners at any time without risking their business.

This is a powerful negotiating tactic.

Just as networks have little loyalty to their affiliates, affiliates should have little loyalty to their networks. Affiliates can widen their margins by enabling ‘route to different’ on their campaign settings, selling their duplicate calls to multiple buyers increasing their overall ROI.

Most networks and buyers are using technology that allows them to filter duplicate calls, not triggering a payout event to the affiliate.

Generally we see anywhere from 10-25% of raw calls as duplicates. This happens for various reasons: callers were on hold too long, they didn’t like the agent they were talking to, the call dropped, the agent hung up on them, etc.

By enabling ‘route to different’ the affiliate can immediately bump their ROI, selling calls more than once.

For example, let's say you're an affiliate who is generating 100 raw inbound calls today with 14% duplicate and a $12 payout, the affiliate has the ability to make an additional $168 on top of their standard $1,032 in revenue per day.

100	x	$12	=	$1,032 in revenue per day.
100	x	14%	=	14 duplicate calls per day.
14	x	$12	=	$168 in extra revenue per day.

Over time, this amount adds up significantly. This would mean an extra **$5,040 per month** or **$60,480 per year** just from selling duplicate calls to multiple buyers.

Having access to real-time load balancing, billing management, advanced reporting, and more puts you in the driver's seat, giving you control over your call flow and the ability to expand your business.

To learn more about how you can drastically increase your affiliate revenue by using Ringba's Enterprise Grade Call Tracking solution, please contact our sales team: sales@ringba.com

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About Ringba

Ringba is a global communications platform for connecting consumers with businesses.

Unlimited Flexibility

Built using state of the art technology hosted on reliable, redundant, and secure cloud-based infrastructure.

Partner Centric

No setup fees, feature gatekeeping, or price gouging. Use what you need, we grow as you grow.

Completely Open Framework

Use the same APIs we do to create seamless integrations and powerful workflows.

World Class Engineering

Made in California by seasoned AdTech Engineers and Product Designers. Your success is our priority.

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Thank you!

Talk to a product expert or try Ringba now!

LET'S CHAT

GET STARTED