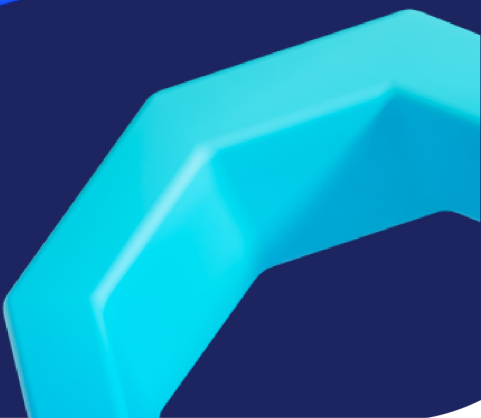
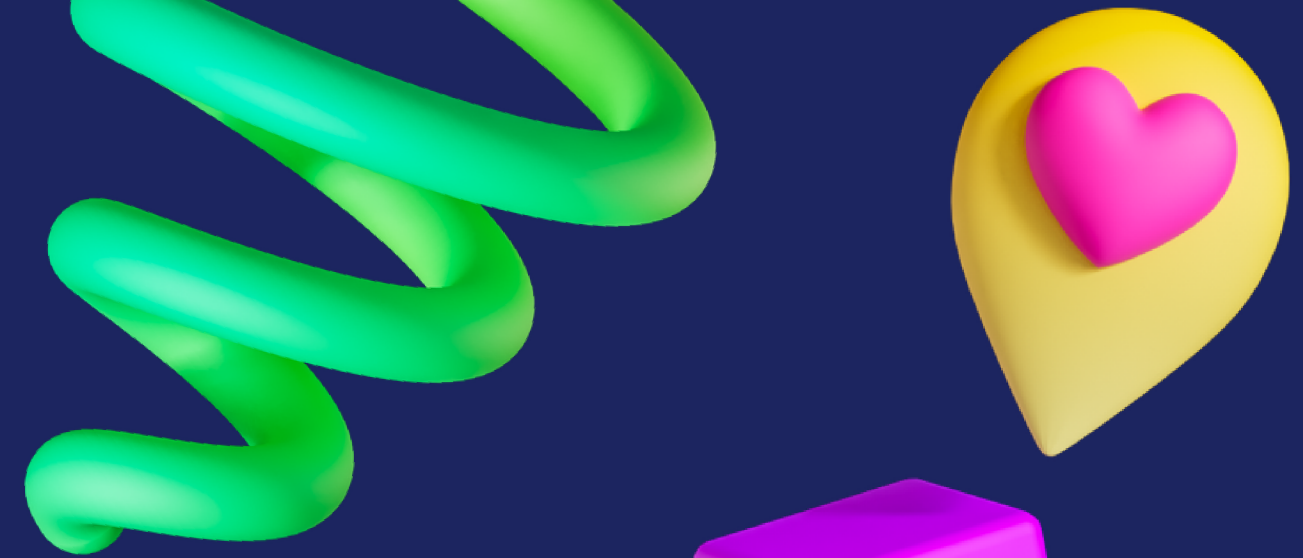


Unlocking the Power of Affiliate Marketing for D2C Success

IAS 2023 Keynote



Presented By
Parul Tarang Bhargava



About vCommission



2008

India's First Affiliate Network

2013

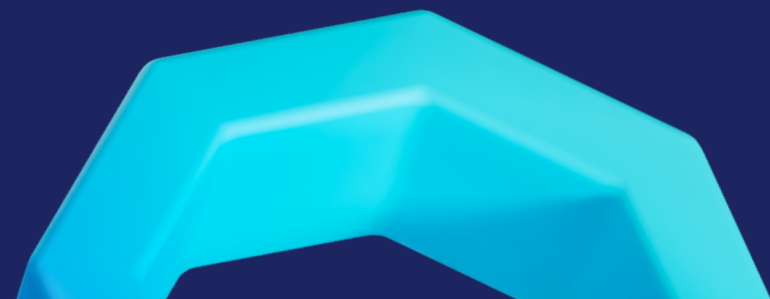
"Most Preferred Affiliate Network" & Surpassed IRCTC in Alexa rankings

2017

Expands to become a "Global Network"

2023

Leading Global Affiliate Network with offices in India, SG, UAE, UK, USA





About Me

Parul Tarang Bhargava

16+ Years of Affiliate Experience

Attended 20+ Global Affiliate Events

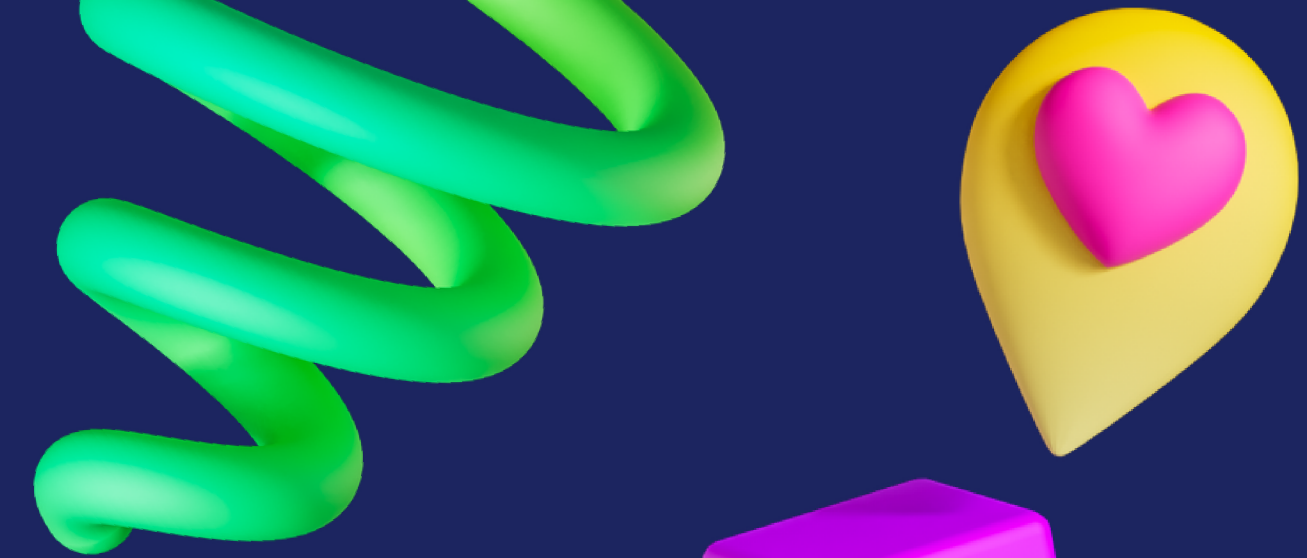
Speaker at various International Events

Linkedin: @parultarangbhargava

Instagram: @flyerinheels

Unlocking the Power of Affiliate Marketing for D2C Success

Presented By
Parul Tarang Bhargava



Observations

Affiliate marketing is not performing for Indian Direct to Consumer as it does internationally.

Experienced Indian affiliates prefer to run international products/brands, than Indian products/brands.

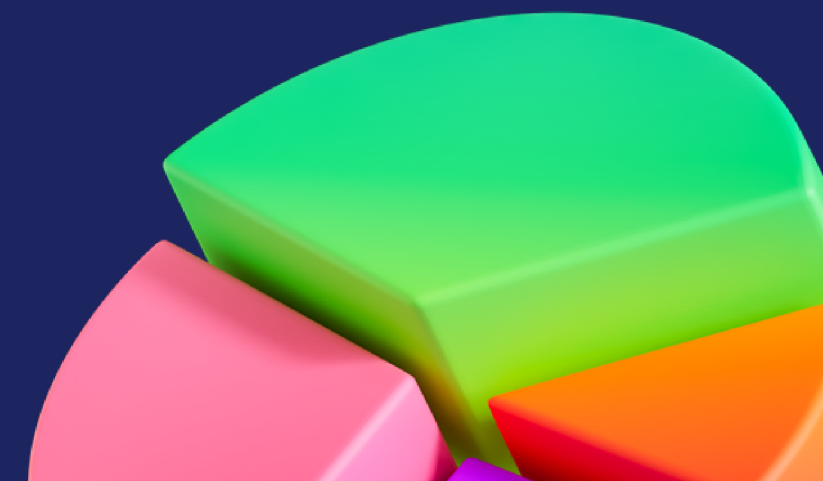


REASONS



Brands know “performance based marketing” (only) by definition.

But not the requirements like landing pages, tracking, payouts & on-time payments.



Five Point Solution

Advertising through Landing pages

Building Marketing Funnels

Analytics is not attribution

Set Correct Affiliate Commissions

On time payments



Advertising through Landing pages

- Features versus Benefits
- 'Good' Deals & Bundles
- Experimenting with ad copy
- Social proof (case study / advertorials)



Building Marketing Funnels


Combination of different ad copies & multiple landing pages for different audience set

- Facebook / IG ads → Video based landing page
- Native ads → Content based LP / Advertorial
- Affiliate Landers → Direct checkout page



Understanding that analytics is different from attribution





**Affiliate
payouts should
be based on
vertical &
consumer LTV**



**On time
payments
&
Faster, if possible!**



Re: Five Point Solution

Advertising through Landing pages

Building Marketing Funnels

Analytics is not attribution

Set Correct Affiliate Commissions

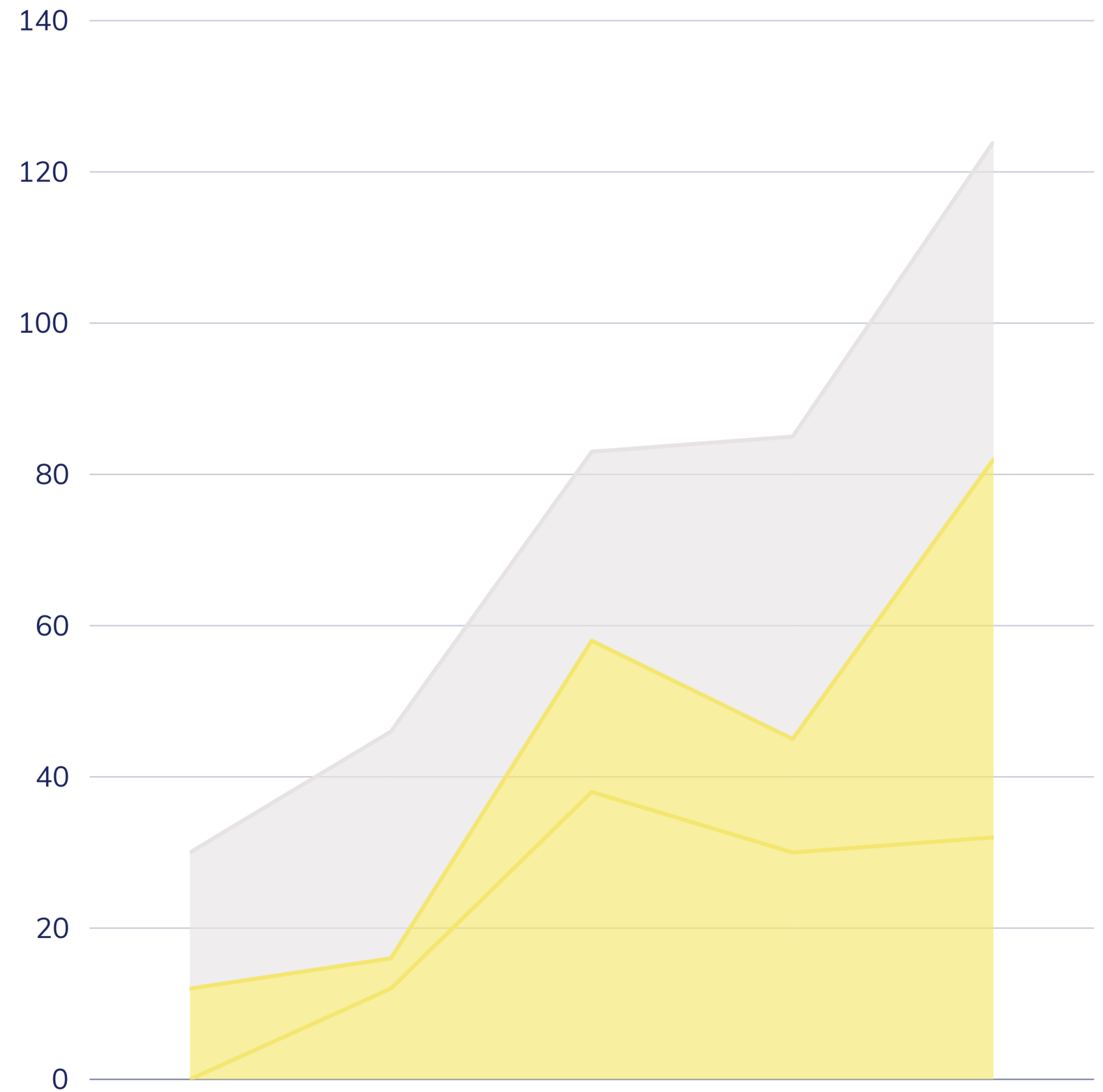
On time payments

ADVANTAGES

Informed purchases (through more content), lower returns

Increased conversion rates on your website

Affiliates will work as partners, if you treat them like that!



EXAMPLES

ACTUAL AFFILIATE FLOW & VERY RECENT



🚨 Update: Because of the supply chain issues, UVBrite has sold out **3x this past year.**
Our current inventory is flying off the shelf! Get yours before it's too late.
NEW DELHI INVENTORY AVAILABLE

Amazing Bottle Purifies Drinking Water with the Push of a Button!

Your water might be making you sick! Get the incredible water bottle that kills 99.99% of bacteria and microbes in just seconds!

★★★★★ 1,202 Ratings



WORLD'S BEST WATER PURIFYING BOTTLE



FAST SHIPPING



➔ GET UVBRITE NOW


CUSTOMER REVIEWS

UPDATE: Due to the incredible popularity of [ChargeCard](#), inventory has been flying off the shelf! Get yours before it's too late. [New Delhi Inventory Available - Express Shipping Guaranteed.](#)

Gadget Savings • Tech Savings

This Cool **Power Bank** is So Advanced, It's Like Carrying a **Supercharger in Your Wallet**

★★★★★ 6,982 ratings

Oct 10, 2023 - By Mike Morrison 



Get The Charge Card TODAY



FAST SHIPPING 

GET 50% OFF TODAY

CUSTOMER REVIEWS

🇺🇸 Quick & Convenient Shipping From Our Ohio Warehouse! 🇺🇸

SoundSleep
SNORE STOPPER

[OVERVIEW](#)[BENEFITS](#)[RESULTS](#)[REVIEWS](#)[ORDER NOW](#)

★★★★★ 4.9/5 Based On Over 2000+ Reviews

Smart AI Device Automatically Detects & Stops Snoring

Powered by TENS Pulse Technology, it massages the jaw to tighten muscles & adjusts breathing rhythm to support snore-free nights.

- ✔ Detects Snoring Using Precision Sensors
- ✔ TENS Pulse Jaw Muscle Stimulation
- ✔ Restores Healthy Breathing Pattern
- ✔ Naturally Stops & Prevents Snoring
- ✔ Comfortable For All-Night Use





Carry a Cool, Refreshing Environment with You Wherever You Go!

Refreshing Current of [Breezy Air Helps Keeps You Cool and Comfortable!](#) It's a Personal all-the-time Wearable Fan!



Advertorial

UPDATE: Due to overwhelming demand, Laundry Masher has completely **sold out 3x this past year**. Our current inventory is disappearing fast! Get your Laundry Masher while you still can! [NEW DELHI INVENTORY AVAILABLE](#)

Laundry Masher Gets Clothes **CLEANER & FRESHER** Smelling... Saves **TONS OF MONEY!**

★★★★★ 1,022 Ratings

October 05, 2023 - By Mike Morrison



ENJOY THE CLEANEST, FRESHEST-SMELLING CLOTHES WITH LAUNDRY MASHER



FAST SHIPPING



➔ **GET 50% OFF TODAY**

CUSTOMER REVIEWS

Thank You!

Email

parul.bhargava@vcommission.com

LinkedIn

[@parultarangbhargava](#)

Instagram

[@flyerinheels](#)

Booth

49 - 54

