

Affiliate Marketing Market Analysis

Kenneth Wenhao Liu

Head of EMEA, Yeahmobi, Germany, E-mail: w.liu.kenneth@gmail.com

Affiliate marketing is a cost-effective solution that enables you to gain income by promoting other people's products and services. This process is usually done through an affiliate network. Most importantly, it's significantly less time consuming when compared to most other marketing methods, and it enables you to enhance your earning from the comfort of your own home.

As so many affiliate marketing stats have shown, merchants taking part in affiliate programs see more opportunities to break into new markets and boost traffic fast. Arguably the greatest benefit of them all is that affiliate marketing is performance based, so you won't pay an unless the desired action has taken place. On top of this long list of benefits, when you add in the above-mentioned affiliate marketing statistics, you can see why the future of this industry is so bright.

In Affiliate Marketing most important things to practice as an affiliate marketer is what's known as "keyword research." Keywords, or the terms or phrases people type into Google, can be the best way of finding out what exactly what people are looking for. If you can find some popular phrases, and convince search engines like Google that your website has relevant information about them, you'll get the rankings you need to get people to your affiliate links.

Affiliate marketing can be a competitive environment, so once you're up and running with a website, you really need to look into these "one-step-further" marketing strategies to get ahead of the race.

- Affiliate marketing spending is potential to grow by 10% in the next few years.
- Affiliate marketing sector is growing rapidly worth \$12 billion.
- Affiliate marketing accounts for 15% of all digital media revenue.
- Affiliate marketing and Email marketing is one of the largest sources of online income, accounting for over 16% of all e-commerce orders in the USA and Canada.

Affiliate Marketing Statistics 2020:

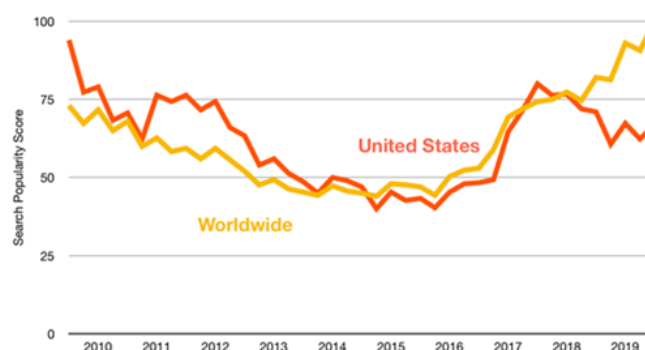
With most usages of social media network and growth everyone has a chance to build their audience on a worldwide scale, it only makes sense that more people are looking to monetize their online presence. On the other hand for brands, users' recommendations play a

vital role in increasing their sales. They save a lot of advertising costs by giving users a chance to become an affiliate and only paying them a commission upon sale. The following affiliate marketing industry statistics prove that it is certainly one of the most popular ways for the general public to make some cash online, and also it shows how brands are relying on it.

Affiliate Marketing Trend:

Affiliate marketing is an established business model. Looking back over the past decade, not only full-time affiliate marketers but it's become a norm for casual bloggers to at least earn supplementary income from PPC as affiliates. As per Google trends "affiliate marketing" has always been popular search term.

Search Interest for "Affiliate Marketing" as per Google Trends 2009-2019



But for the past few years the public interest for affiliate marketing has been up on rising. Especially when looking at it at the worldwide scale, the popularity has dramatically increased in the past couple of years. People still search for this simple term (rather than to search for longer tail keywords starting "affiliate marketing"), which means something. Many people either try to understand the meaning of it, or perhaps consider starting the business.



Affiliate Marketing Adaptation:

This data against the search trends above, we can only assume that similar high percentages still apply.



Affiliate programs generate an average of 23 % of all sales for brands. 15% of the digital media industry's revenue is accounted for from affiliate marketing. 58% of the affiliate purchases was made on a mobile device in 2018. This comes as no surprise, as up to 70% of internet traffic comes from mobile devices and 39% of the worldwide population is smartphone users.

Affiliate Marketing Growth: In 2010, the total of affiliate marketing spending in the United States was 1.6 billion U.S. dollars. The spend has steadily grown since, and it's projected to reach 8.2 billion dollars, i.e. over 5 times during the 12 years.

Best Selling: Not surprisingly, Amazon is the biggest affiliate program, owns 35.7% of the market share by the size of accounts.

Fast growth with no signs of stopping: Since 2015, revenue from affiliate marketing programs grows by 10% annually. The projections are this impressive trend to continue at least until 2021.

Affiliate marketing is a global industry worth well over \$12 billion:

Affiliate marketing is growing fast, but it is already a massive global industry. The statistics for 2018 are yet to come out, but in 2017 it was worth over \$12 billion, with the US and the EU leading the way.

81% of brands rely on affiliate programs: Affiliate marketing is popular among brands and publishers alike because it involves very small investment. It is a performance-based form of marketing, meaning that advertisers pay only what they get for, while better performing publishers are incentivized by increased income.