Understanding Affiliate Marketing Models

Affiliate marketing is a powerful digital strategy where crypto brokers and exchanges reward affiliates for driving traffic or transactions through their marketing efforts. Understanding the different affiliate marketing models can help brokers and affiliates optimize their strategies for better performance and revenue generation.

1. Pay-Per-Sale (PPS) for Crypto Transactions

This model rewards affiliates with a commission when a referred user completes a crypto trade or investment on the exchange.

Example: A broker offers affiliates a 30% commission on trading fees generated by their referrals.

Benefits:

- High return on investment (ROI) for brokers.

- Encourages quality traffic and targeted marketing.

Payout Model: CPL
Payout: $25/Lead

|	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
PLATFORM FEE	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00
AFFILIATE PAYOUT FEE	$75.00	$150.00	$225.00	$300.00	$375.00	$450.00	$525.00	$600.00	$675.00	$750.00	$825.00
TOTAL FEES	$1,075.00	$1,150.00	$1,225.00	$1,300.00	$1,375.00	$1,450.00	$1,525.00	$1,600.00	$1,675.00	$1,750.00	$1,825.00
VISITS	100	200	300	400	500	600	700	800	900	1000	1100
CR	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%
LEADS	3	6	9	12	15	18	21	24	27	30	33
COST PER LEAD	$358.33	$191.67	$136.11	$108.33	$91.67	$80.56	$72.62	$66.67	$62.04	$58.33	$55.30
SQL %	35.00%	35.00%	35.00%	35.00%	35.00%	35.00%	35.00%	35.00%	35.00%	35.00%	35.00%
SQLs	1	2	3	4	5	6	7	8	9	11	12
COST PER SQL	$1,023.81	$547.62	$388.89	$309.52	$261.90	$230.16	$207.48	$190.48	$177.25	$166.67	$158.01
SQL --> Opp %	90.00%	90.00%	90.00%	90.00%	90.00%	90.00%	90.00%	90.00%	90.00%	90.00%	90.00%
OPPS	1	2	3	4	5	6	7	8	9	9	10
AVG CONTRACT	$6,500.00	$6,500.00	$6,500.00	$6,500.00	$6,500.00	$6,500.00	$6,500.00	$6,500.00	$6,500.00	$6,500.00	$6,500.00
PIPELINE	$6,142.50	$12,285.00	$18,427.50	$24,570.00	$30,712.50	$36,855.00	$42,997.50	$49,140.00	$55,282.50	$61,425.00	$67,567.50
COST PER OPP	$1,137.57	$608.47	$432.10	$343.92	$291.01	$255.73	$230.54	$211.64	$196.94	$185.19	$175.57
OPP/WON %	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%	25.00%
# WON	0	0	1	1	1	1	2	2	2	2	3
CLOSED/WON $$	$0.00	$0.00	$4,606.88	$6,142.50	$7,678.13	$9,213.75	$10,749.38	$12,285.00	$13,820.63	$15,356.25	$16,891.88
COST PER WON	-	-	$1,728.40	$1,375.66	$1,164.02	$1,022.93	$922.15	$846.56	$787.77	$740.74	$702.26
ROI	-100.00%	-100.00%	276.07%	372.50%	458.41%	535.43%	604.88%	667.81%	725.11%	777.50%	825.58%

2. Pay-Per-Click (PPC) for Crypto Traffic

Affiliates earn a commission for every click generated through their referral link to a crypto exchange platform, regardless of whether a trade is executed.

Example: A crypto broker pays $0.50 per click from an affiliate's referral link to drive traffic to a new exchange launch.

Benefits:

- Helps in brand awareness and exchange visibility.

- Suitable for new exchanges seeking user acquisition.
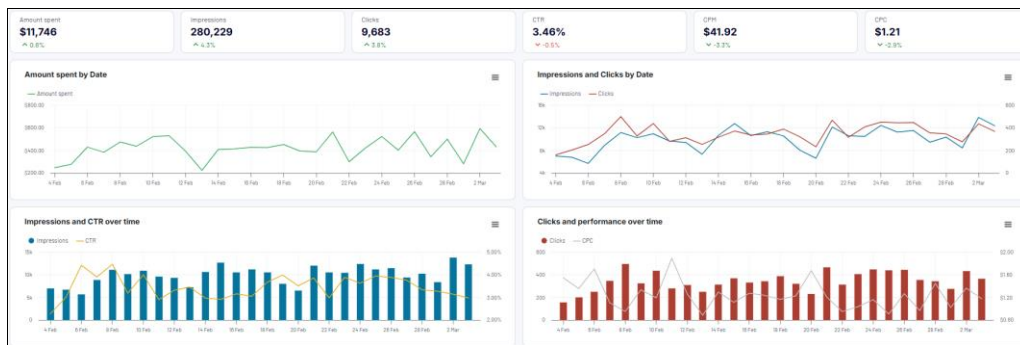
3. Pay-Per-Lead (PPL) for Crypto User Signups

Affiliates get paid when they refer users who sign up on the exchange and complete KYC verification.

Example: A broker offers $10 per verified user signup.

Benefits:

- Ideal for exchanges looking to build a verified user base.

- Easier for affiliates to generate leads than sales.
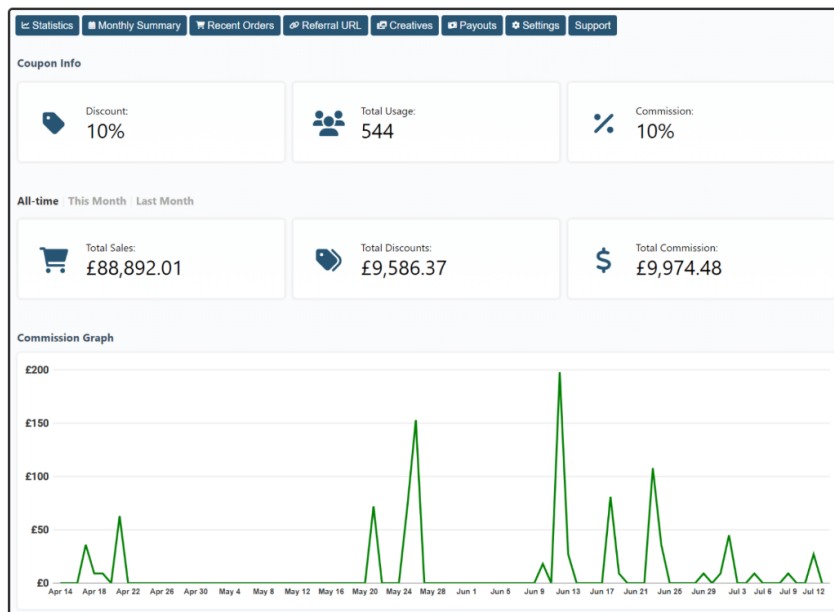

4. Multi-Tier Affiliate Marketing for Crypto Brokers

Affiliates earn commissions not only from their direct referrals but also from the referrals made by their sub-affiliates.

Example: An affiliate earns 20% from direct referrals and an additional 10% from their sub-affiliates' referrals.

Benefits:

- Builds a passive income stream for affiliates.

- Encourages network expansion.
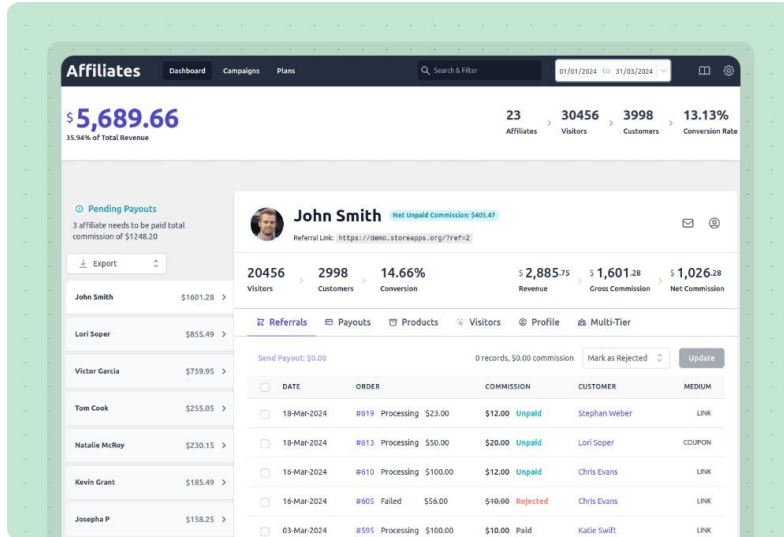
5. Cost-Per-Action (CPA) for Crypto Engagements

This model rewards affiliates when referred users complete specific crypto-related actions, such as making a deposit or executing a first trade.

Example: A broker pays $50 per user who deposits at least $500 and completes their first trade.

Benefits:

- Offers flexibility in marketing goals.

- Attracts a broad range of affiliates.
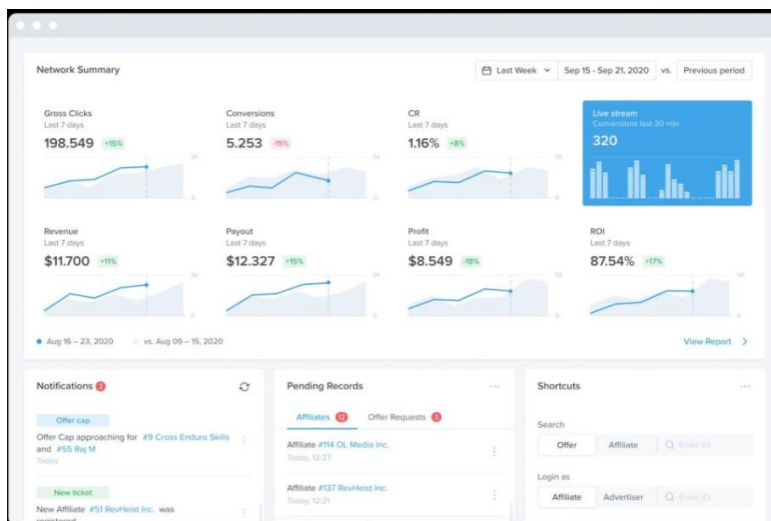
Choosing the Right Affiliate Marketing Model for Crypto Brokers & Exchanges

For crypto brokers and exchanges, the choice of an affiliate marketing model depends on factors such as budget, trading volume, and target user demographics. For affiliates, selecting a model that aligns with their marketing strengths and audience engagement is key to maximizing earnings.

Affiliate marketing, when implemented with the right model, creates a win-win scenario for brokers and marketers.