



# Affiliate Marketing Dictionary

Definitions of Internet  
Marketing Terms & Jargon



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# Definitions of Internet Marketing Terms & Jargon

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## **Affiliate Marketing**

The process of promoting or marketing someone else's product or service and receiving a percentage of a sale price.

## **Affiliate**

Probably you. The person that promotes the product.

## **Commission**

The payment you receive for promoting the product.

## **Super Affiliates**

Successful affiliates that often earn the most commissions and provide the most sales of the product.

## **Vendor**

The creator of the product that has been made available for affiliates to promote.

## **Affiliate Program**

The agreement between the affiliate and the vendor, but often the term is used to describe an affiliate product.

## **Affiliate Network**

Website that has multiple affiliate programs to apply to promote.

## **An Offer**

any type of content that's created by advertisers (merchants) and promoted by publishers (affiliates), which are found in affiliate networks.

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## **Commission Rate**

The amount you will earn. This can be represented as either a percentage or as a fixed amount.

## **Affiliate Link**

Your unique link coded to the network or program that track all the necessary data so that commission can be paid if you get a sale.

## **Squeeze Page (also landing page or opt-in page)**

One page website with the sole intention of gaining a visitor email address.

## **Funnel**

Essentially the journey a visitor takes through your business to become a customer, but also the series of webpages a visitor may click through.

## **Lead**

Website visitor and potential customer who has interacted with squeeze page or funnel.

## **Lead Magnet**

Free gift offered to visitors in exchange for their email address.

## **Opt-in**

Process of getting a email lead, by a prospect putting their email into a form in exchange for something.

## **Copy**

Text on squeeze pages or sales pages to sell the product.

## **VSL (Video Sales Letter)**

A persuasive video on a sales page.

## **Front End Product**

The core product.

## **OTO (One Time Offer)**

Additional services or products presented to a customer through the checkout process once they have decided to make a purchase of the front end product.

## **Clicks**

Amount of visitors to website.

## **Traffic (Free & Paid)**

The process of how visitors arrive at the website. Paid advertising or social media for example.

## **Conversion Rate**

A metric that compares the amount of sales with the amount of visitors. Represented in a percentage.

## **Click Through Rate**

A metric that tracks how many visitors take an action on the website. Represented in a percentage.

## **EPC (Earnings Per Click)**

A metric that shows the value of each visitor by comparing the total revenue made with the total website visitors.

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## **Tracking**

The process of obtaining data on the visitors you have. Metrics often tracked. Clicks, geo location, conversions, devices used and URL that sent traffic.

## **Re-Targeting**

Process of using code (pixels) on your site that store data of visitor to allow you to use advertising network to send targeted adverts to the visitors if they interact with website connected to the ad network such as Facebook.

## **Split Testing**

Process of having multiple squeeze (or sales pages) to compare the results to see which is more effective. Process is performed automatically by the website creation software or by the link tracking software.

## **Exit Pop**

Pop up that occurs when visitor shows intention to leave website. Usually by means of moving the mouse to the top of the screen.

## **Email List**

A collection of email addresses obtained by either selling a product (customers) or by collecting leads through opt-ins on websites.

## **Autoresponder**

Third party software where email list is managed. Emails can be sent to recipients on list in an automated fashion or ad-hoc.

## **SEO (Search Engine Optimization)**

The process of optimizing a website or video to increase its visibility within search engines.

## **Keyword**

A word or phrase a visitor may use within a search engine.

## **CPC (Cost Per Click)**

The cost you pay advertisers for a unique visitor to your website.

## **Niche**

The category or sub category which relates to the interest or issues your target market has.

## **CPA (Cost Per Action)**

Type of affiliate marketing where you earn a commission if a lead takes an action such as providing their email address. Commissions usually quite low as a sale doesn't need to occur.

## **Affiliate Manager**

Person responsible for managing an affiliate program and dealing with affiliates. Not always the vendor.

## **JV Page**

Page with all the necessary details of the offer that an affiliate may need, such as pricing, contests and demonstrations of the product.

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## **Product Launch**

The initial sales phase of a product where affiliates are most motivated to make commissions.

## **Affiliate Contests & Leaderboards**

A limited time contest where affiliates compete to make the most commissions and people who top the leaderboard can win prizes from the vendors on top of the commissions.