



Program Metrics Checklist

If you measure it, you can improve it! Use these ideas to develop your own relevant program metrics.

Metrics Questions	Answer
Conversion And Tracking	
Are sales "in-house" surpassing sales generated through affiliates? By how much?	
What is the conversion rate for affiliates using banners and ads with the merchant brand?	
What is the conversion rate for affiliates using banners and ads without the merchant brand?	
What is your overall conversion rate for all channels?	
What is your overall conversion rate for you affiliate channel?	
Which banner ad has the highest click through Rate?	
Which banner ad has the highest conversion?	
Which text ad has the highest click through rate?	
Which text ad has the highest conversion?	
Do banner ads or text ads convert higher? By how much?	
What is the conversion rate of sales promotions sent by your affiliates to their opt-in lists?	
What is the conversion rate of links embedded into content?	
What is the conversion rate of content mailings (articles, reviews), compared with a sales letter to subscribers?	
What is the average ROI on Overture/Yahoo Advertising?	
What is the average ROI on Google Advertising?	
What is the average ROI on other PPC engines?	
What are your total sales generated by all affiliates?	
Sales of Top 1%?	
Sales of Top 5%?	
Sales of Top 10%?	
Sales of Top 25%?	
What percentage of total revenue do you feel should be generated solely by affiliates?	
What is your current average sale?	
What is the average EPC?	
What percentage of sales is generated via in-house PPC?	

Metrics Questions	Answer
What percent of monthly traffic is generated by affiliate PPC?	
What is they average monthly sales volume of your best-selling product?	
Your second best selling product?	
What percent of your monthly sales comes from super affiliates?	
What percent of your affiliates generate modest but steady sales each month?	
What percent of your monthly cash flow is generated by these steady performers?	
What is the ROI of your affiliate program as a whole?	
Training And Support	
How many affiliate phone calls do you get per month?	
How many Program Side support emails do you get per month?	
How many Skill Side support issues do you handle per month?	
How many commission complaints/disputes per month?	
How many hours a week do you and your staff spend on affiliate support?	
How many inactive affiliates are on your rolls?	
How many affiliates do you activate each month?	
How many of your support emails require more than one follow up?	
How many support phone calls require more than one follow up?	
Motivation	
How many affiliates on average are activated each month?	
How many activation incentives do you offer your affiliates?	
How many bonuses and commission incentives do you offer?	
How many forms of recognition do you offer your affiliates?	
How many affiliates participated in your last competition?	
How many new affiliates were activated during your last competition?	
Communication	
How many of your affiliates subscribe to your newsletter?	
What is your newsletter open rate?	
What, if any increase in affiliate activity occurs within 72 hours of sending a newsletter?	
How many channels do you use to communicate with affiliates?	
How many of your top performers do you telephone each quarter?	
How many of your steady performers do you speak to each quarter?	