



## 10 Reasons to Hire an Outsourced Affiliate Program Management Company

### Efficiencies | Exposure | Performance | Costs

Making the decision between hiring an in-house affiliate manager and hiring an Outsourced Program Management (OPM) company like JEBCommerce, can be simplified by knowing the distinct advantages of an OPM. There are many benefits, here are the ten we feel are most important.

1. **Instant Experience Managing Your Program:** The biggest asset a merchant (advertiser) can have is an experienced affiliate program manager. As in any other industry, a successful program manager that has been through depressed economies, technological problems, complex legal issues and upset partners often means the difference between success and failure and meeting forecasts or missing them. Hiring an experienced OPM, like JEBCommerce, immediately brings those years of experience to your company and your affiliate partners.
2. **No Training Costs:** An OPM can identify areas of opportunity to increase the profitability and performance of your program on Day One. Years of experience enables an experienced OPM to improve the program *right away* with no affiliate marketing training needed. Conversely, it typically takes new managers six months to one year to “mature” in the industry and get a good handle on best practices. In this economy, can you really afford to wait that long?
3. **No Learning Curve:** The affiliate industry has many unique nuances as well as many legal issues that can be hard to understand and even hard to guide a merchant/advertiser through. Knowing how to activate affiliates, how to speak with them, what to provide them with and how to target different affiliate segments and the legal issues in the industry is vital for your program’s success.
4. **Lower Overall Costs:** This may not be as obvious as you might think, but is one of the top reasons you should consider an outsourced affiliate program management company like JEBCommerce. According to the 2008 AffStat Report, 67% of affiliate managers that responded made between \$50,000 and \$120,000 a year, including incentives and bonuses. When you factor in benefits, taxes, overhead and costs associated with an in-house employee, you can easily spend 25% more. A good OPM won’t be even near the high end of those costs, depending on contract structure and program performance.
5. **Exposure:** This may be the biggest difference between in-house and outsourced management. With an OPM, you get an affiliate manager that is working across multiple programs and multiple industries. In the case of JEBCommerce, we are also working across different compensation packages, lead generation versus retail and maturity levels. By working with multiple programs, an OPM meets and works with thousands more affiliates than a manager who only works with



- one program. This means more exposure for your program to more affiliates. This leads to more potential partnerships, more new customer acquisitions, and a higher profit for your affiliate program and success for your company.
6. **Less Resources Needed:** Contrary to the ongoing consensus, an affiliate program does not run itself. By no means is it a “build it and they will come” scenario. There is a lot of hard work to be done from your creative staff, merchandising, customer service, affiliate manager and technical staff. The more resources you have, the better your success. Hiring an OPM allows you to get all those resources without committing your internal teams. This allows them to focus on the other areas of your business that need their attention.
  7. **Affiliate’s Preference:** We don’t pretend to speak for all affiliates, but many of the ones we have worked with prefer OPM’s for a number of reasons, the most being communication and availability. OPM’s have ONE JOB: to help the affiliates in your program become and stay successful. They are not divided by other functions in the company or other responsibilities. They focus solely on the affiliate program and therefore, their success is directly tied to how well they manage your program. This leads to a more proactive and responsive program manager, happier affiliates and your overall success.
  8. **Lower Risk:** Hiring an in-house manager has its own risks. One of them is finding the right person the first time. An affiliate manager works with your partners personally. Hiring the wrong manager may take several months to discover and then puts your program in the position of yet another transition. Then the time and labor-intensive search for the right person begins again. OPMs often have many affiliate managers available that can be rotated in and out of your program with little disruption.
  9. **Results-Oriented:** This is a huge differentiation. OPMs succeed or fail based on how they perform for you. There is a drive and a push to succeed when your personal success or failure depends so much on the work that you do. There is no lag in mediocre performance and losing your job. If you aren’t getting performance from your OPM, they often lose you as a client quickly. That creates a motivation that is hard to find with most in-house employees. JEBCommerce offers a 100% satisfaction guarantee, if you aren’t happy, we’ll refund your investment.
  10. **The Juice:** There is a certain something that OPMs share, something that is hard to find with an in-house manager. It’s hard to quantify and we at JEBCommerce call it “The Juice.” It’s the combination of all the items above with a strong dose of entrepreneurship, ambition, experience in the industry, exposure within the community and a constant drive to improve, innovate and expand not only your program but affiliate marketing in general. Let me ask you, do you want the “juice”?

An Outsourced Affiliate Program Manager can help you grow your program today! If you’d like to discuss and evaluate an OPM, please give us a call at **(800) 208-6215** and ask for Jamie Birch.