

# TalkCharge Now Offering Instant Cashback on Major Affiliate Stores

*India based startup TalkCharge, started as an Online Recharge and Bill Payment portal has expanded its base with introducing Giftcards and Affiliates.*

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EINPresswire.com/ -- As affiliate includes coupons, deals, discounts or price comparison and cashback sites, every other e-commerce platform is trying to drive high traffic via affiliate marketing. It's a strategy that almost

every online portal is applying currently, to achieve more user acquisitions. TalkCharge decision to add this component to the site was very wise in terms of future viewpoint and enlargement. Globally speaking, of the total marketing budget assigned in a company, an average of 10% budget is assigned to affiliate marketing, which comes to around 5% for India. Relatively 5% is a fair figure for affiliate provider industries.



TalkCharge is bringing change to the uniform approach of Cashback Industries

To create a definite impact, amongst the presence of 'N' no of coupons and deals websites, TalkCharge is all set to bring the change to the uniform approach of cashback portals and is planning to do it very differently. Monotonously every other cashback platform is following the same process of adding multiple no. of stores or merchants and promoting their exclusive deals and coupons. With respect to the traffic they drive to the partnered stores or merchants, a fix percentage of margin is shared to them.

Additionally, there are some cashback websites who are sharing some percentage of these margins with the users in order to retain them and in a way to benefit them with extra cashback. All of these websites let users to either use their cashback to buy Giftcards or transfer the cashback amount in their bank account once they have a fix sum of Rupees i.e a multiple of Rs.250 to Rs.500. Apparently, this is a similar approach which everyone else is following. But the limitation to this approach is that users are restricted till the time they get enough amount of cashback, as they can only use this cashback once it reaches the defined value.

But TalkCharge on other hand by integrating a portal which is a combination of services, wallet, giftcards and affiliates, gives users the freedom to use even the smallest amount of Rs.10 cashback, that's been credited to users own TalkCharge Wallet. If explained more distinctly, when a user shop via TalkCharge using deals and coupons from various available ecommerce stores like deals from Flipkart or using [Ola Coupons](#), [Makemytrip coupons](#) & more they enjoy a defined amount of cashback depending on the value of order purchased. This cashback is stored safely at TC Wallet with lifetime validity and can be used as real money. For instance, they can use this cashback to make mobile recharges for operator like [BSNL online recharge](#) or Vodafone online recharge, DTH recharge or to do Bill Payments for Electricity, Landline, Gas, Water etc. Also they can buy Giftcards from 100+ brands like Makemytrip or Bookmyshow if named few.

As said in India, performance marketing is recurring. For all e-tailer industries country wide,

marketing budget or for that matter affiliate marketing budget too is defined by Marketing Officers. Budget is very much dependent on the criterion if the e-tailer is looking for branding, sale, growth or visibility. Based on it the campaign budget is decided and accordingly if the criterion is sale, affiliate partners enjoy good sum of margins and pay-outs. That's where bringing in something new for users in terms of helping them use their cashback more effectively is what TalkCharge is trying hard to do.

If looked at the past festive season or if we go by upcoming year end or winter exclusive sales, a major chunk of the profit for affiliate providers like TalkCharge is been shared by vertical players like Nykaa, AJIO or BigBasket. As said by Shivani Gupta, COO TalkCharge "Exclusive yearly sales like Big Billion Sale of Flipkart and Great Indian Days of Amazon have also played a major role in increasing the growth of affiliate players." Lets see how this USP of TalkCharge results helpful and profitable to them in long run.

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