

Global Affiliate Marketing Platform Was USD 13.34 Billion by 2030 at a CAGR of 10.2% by Exactitude Consultancy

Affiliate Market include Amazon Associates CJ Affiliate Rakuten Marketing ShareASale ClickBank Awin Impact (formerly Impact Radius)

LUTON, BEDFORDSHIRE, UNITED KINGDOM, August 22, 2024

/EINPresswire.com/ -- The global affiliate marketing platform was valued at USD 13.34 billion in 2023 and is projected to reach USD 20.34 billion by 2030, growing at a CAGR of 10.2%.



Affiliate marketing is a performance-based marketing strategy used by businesses to pay affiliates for driving traffic to their website through their own advertising campaigns. Under this commission-based business model, affiliates get paid for each visitor, subscriber, or client they send to the merchant's website. This payment might be paid in the form of a percentage of sales, a fixed fee per conversion, or a combination of the two. The process of tracking, reporting, and managing commissions and payments for affiliate marketing activities is made easier with the use of affiliate software.



The affiliate market is driven by rising digital marketing strategies, e-commerce growth, and businesses seeking cost-effective customer acquisition methods.”

Exactitude Consultancy

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For more information, visit:

<https://exactitudeconsultancy.com/reports/36697/affiliate-market/#request-a-sample>

Exactitude Consultancy is a leading market research and consulting firm.

Since social media can boost engagement and sales, influencer partnerships are expanding in the affiliate market. Additionally, there's a noticeable shift in favor of affiliate programs that

focus on specific demographics and hobbies. Furthermore, the combination of AI and machine learning is revolutionizing affiliate marketing strategies by enabling customized suggestions and the best potential conversion paths.

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Amazon Associates CJ Affiliate Rakuten Marketing ShareASale ClickBank Awin Impact (formerly Impact Radius) FlexOffers Skimlinks Bluehost Shopify Affiliate Program MaxBounty AdWork Media (AWM) TradeDoubler PartnerStack ConvertKit ClickFunnels Criteo JVZoo WarriorPlus

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An affiliate program is vulnerable to fraud since it can pay affiliates up to 30% of a user's purchase. Affiliate marketing systems are susceptible to fraud when merchants lack verified profiles. Some common fraud strategies include typo-squatting, attribution fraud, cookie stuffing, and lead generation using stolen data. For instance, one extension designed specifically for Chinese users used tracking beacons to infiltrate user sessions and transmit all user activities to a distant server. For affiliate software management, businesses usually use foreign firms, especially in regions like Asia Pacific, which has a substantial advertising industry. Unfortunately, the development of affiliate software is falling behind the rapid expansion of the web and mobile application marketplaces due to a lack of knowledge and experience about the benefits of this type of software. This constraint is expected to decrease in the coming years as awareness increases, digitization develops, and more individuals acquire the necessary skills.

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Affiliate Market by Device

Desktop

Mobile

Tablet

Affiliate Market by Platform

Social Media

Blog

Email

Affiliate Market by Product

Technology Products

Health and Wellness

Fashion

Affiliate Market by Customer

New Customers

Repeat Customers

Loyal Customers

Affiliate Market by Region

North America

Europe

Asia Pacific

South America

Middle East and Africa

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North America

North America's affiliate software market is expanding quickly. This is brought on by both the rising popularity of affiliate marketing and the growing need for digital marketing solutions. Some of the biggest businesses in the world are based in this region, and they frequently invest in digital marketing solutions. The need for affiliate software solutions is being driven by this. In order to reach their target audiences, a growing number of small and medium-sized enterprises in the area are resorting to affiliate software solutions. There is a growing need for these solutions as a result.

Europe

As a result, there is a growing need for affiliate software solutions from companies looking to take advantage of the potential that the digital landscape presents. The growing number of companies aiming to get into the affiliate marketing industry is another factor propelling the European market. This is because there is a chance for significant returns on investment and a larger audience to be reached. The expanding number of online businesses, the growing demand for digital marketing solutions, and the increasing number of companies wishing to enter the affiliate marketing field are all contributing to the robust expansion of the affiliate software market in the European region.

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