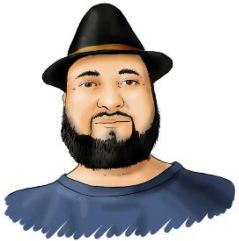




Affiliate Mindset

Work smart, not hard by using data!



Sebastian Vogt – Quinta Digital GmbH

- Affiliate/ Content Commerce since 2004
 - SEO addicted
 - Fan of automating things
 - Digital Nomad
- Content Commerce SAAS Software
 - Content Commerce and SEO Consulting
 - Publishing
 - Fully digital and remote



Affiliate Dashboard

- Collect the right KPI, analyze and optimize traffic and revenues
- Powerful OSP editor with many visual features for better Conversion
- OSP Idea finder
- OSP rankings
- Product availability check
- OSP sales on article basis
- Keyword Search Volume
- Sales, Revenues, CTR, CR etc. per article
- Product availability
- Bestseller products and articles
- Google Rankings
- News-/ Republishing performance
- Evergreen performance
- All Amazon Deals
- Amazon and other Affiliate Networks



What to expect?

- What's important
- Affiliates Pain points
 - Tools

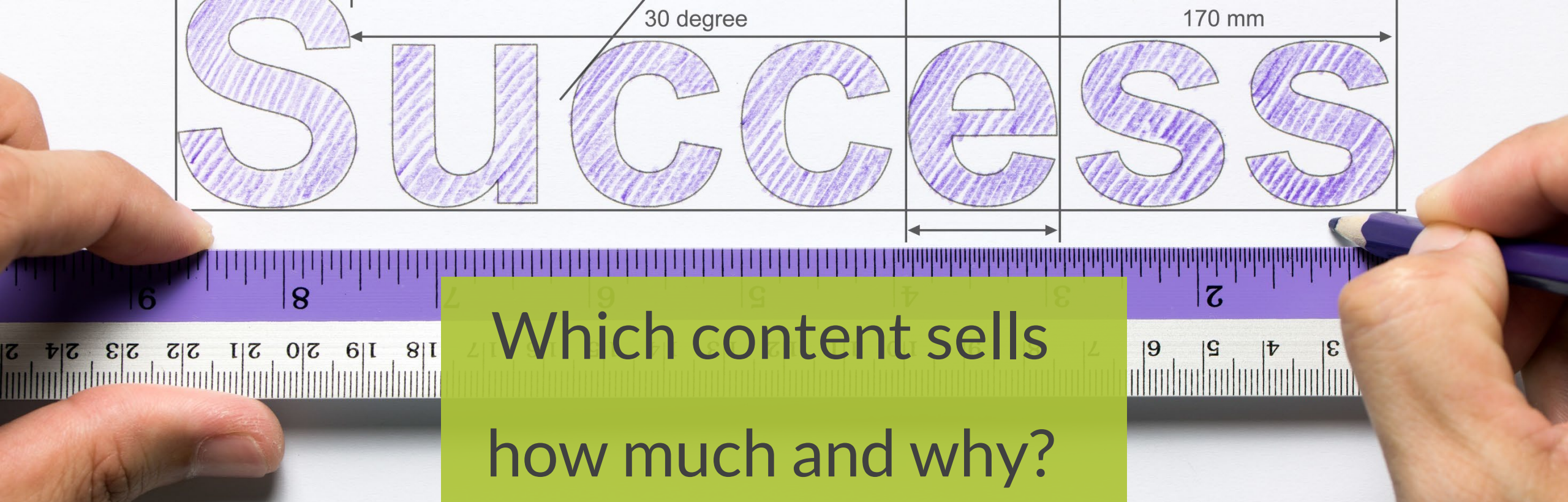
Lets go

“Don’t believe – measure instead!”



“If you can’t measure it,
you can’t improve it!”





Which content sells
how much and why?

- Track your sales on a content basis
- One Tracking-ID or SubID per content
- Add the URL and publishing date

Tools

- Affiliate Dashboard
- Tracking IDs or SubIDs
- Google Sheets, Excel
- SEO Tools for Excel

[Home](#) > [Your Associates Account](#) > [Manage Your Tracking IDs](#)

Selected Tracking ID: okmagazin-21

Click the Add Tracking ID button to add another Tracking ID to your account. After you have added the Tracking ID, you can manage it.

Add Tracking ID

Search Tracking ID

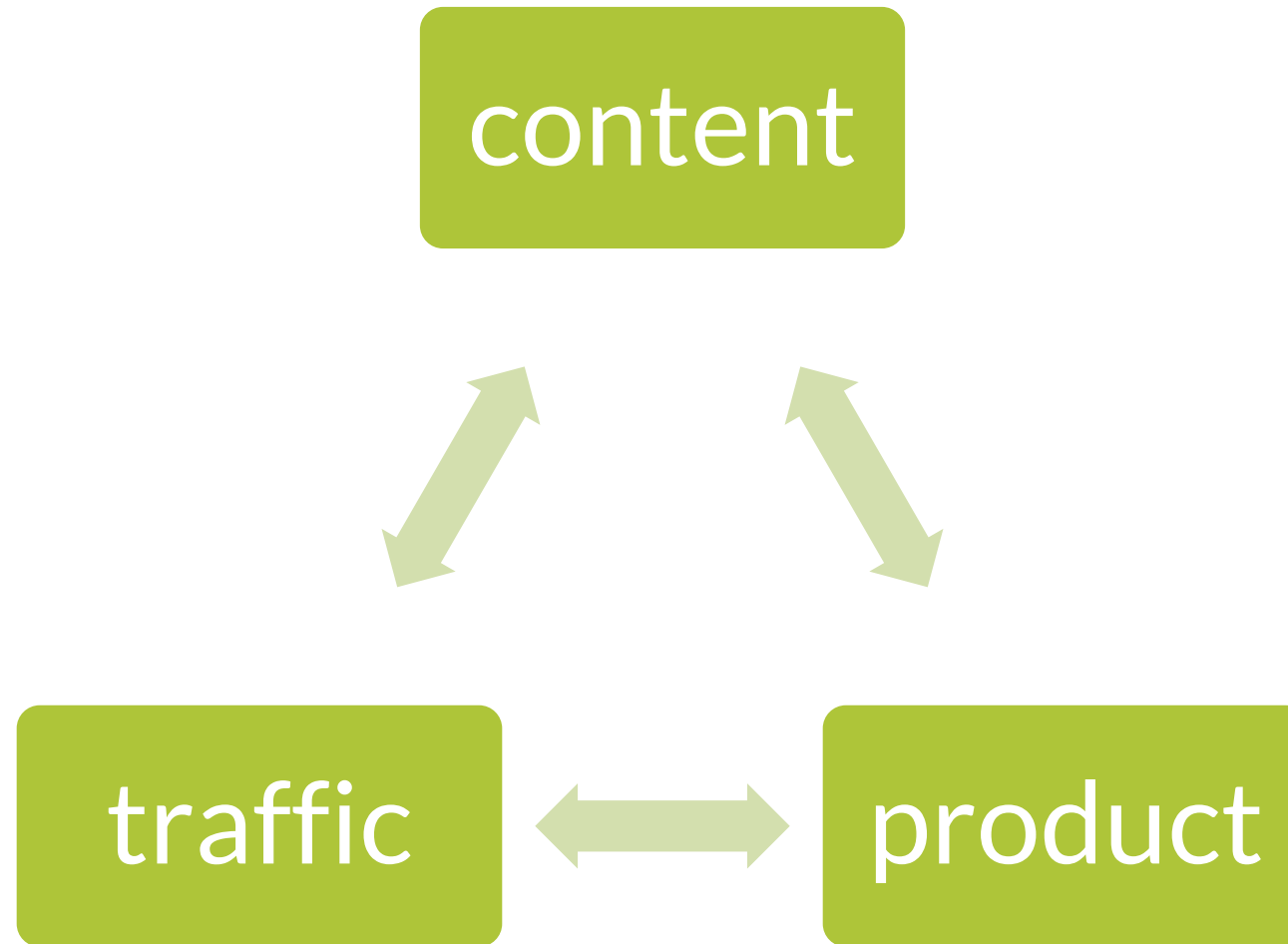
Q Tracking ID

Go

ms-trk-0069-21	ms-trk-0068-21	ms-trk-0067-21
ms-trk-0065-21	ms-trk-0064-21	ms-trk-0063-21
ms-trk-0061-21	ms-trk-0060-21	ms-trk-0059-21
ms-trk-0057-21	ms-trk-0056-21	ms-trk-0055-21
ms-trk-0053-21	ms-trk-0052-21	ms-trk-0051-21
ms-trk-0049-21	ms-trk-0048-21	ms-trk-0047-21

☐	473	●	●	●	osp:com		2021-03-29 00:00:00	2021-11-30 13:22:52			0	0	0	3	15,50	704,24	11,86 €	75,33 €	2.376,35 €
☐	669	●	●	●	osp:com		2021-06-08 00:00:00	2021-07-13 11:04:26			0	0	0	4	20	462	18,88 €	70,46 €	2.360,80 €
☐	476	●	●	●	osp:com		2021-03-29 00:00:00	2021-07-14 14:29:09			0	0	0	2,33	13,67	1.470,91	5,35 €	16,65 €	2.343,47 €
☐	373	●	●	●	osp:com		2020-11-03 00:00:00	2021-11-11 20:24:47			0	0	0	0	1	780,50	1,31 €	3,58 €	2.234,78 €
☐	326	●	●	●	htm-		2020-09-15 15:48:37	2021-02-17 12:51:48			759	3.250	23.463	61	315	2.037	37,53 €	280,69 €	2.006,85 €

Three points to optimize





“Normal” content

- Produce more content – but which content sales good?
- Gain more traffic – but which sources convert?
- Have the right products – but are they available?



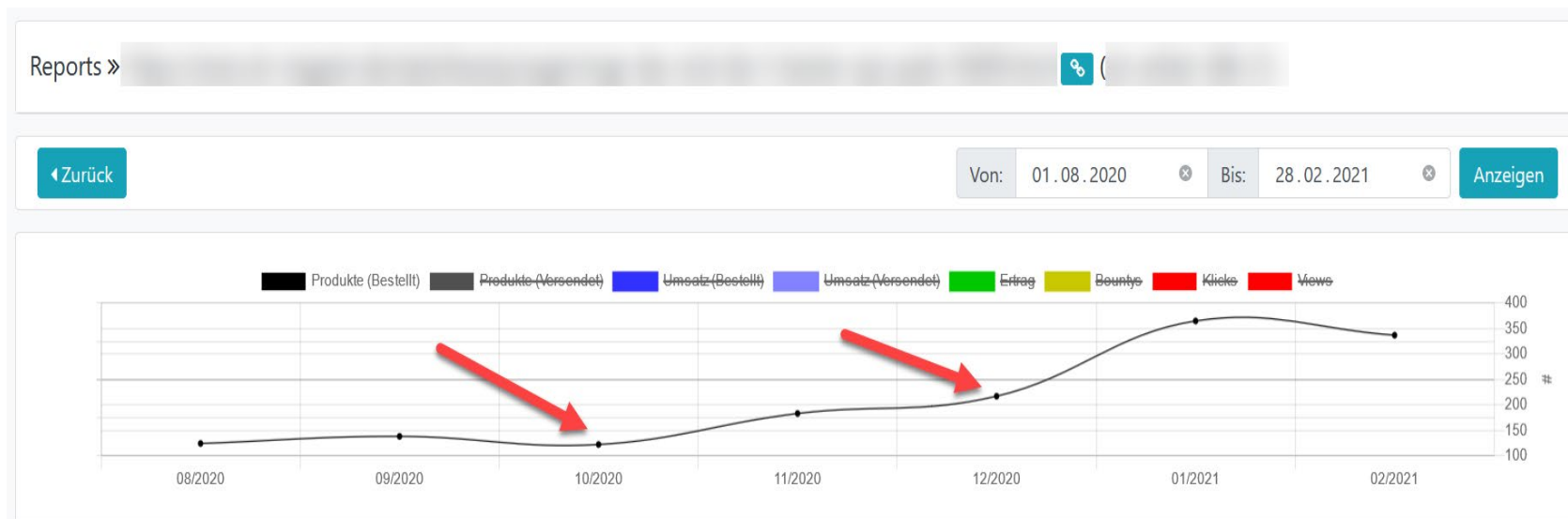
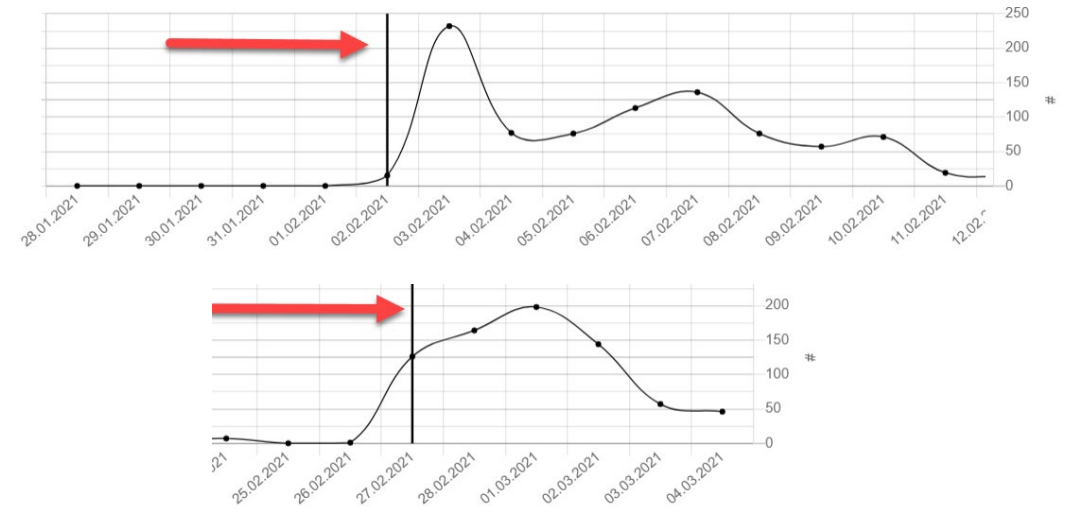
Onsite Publishing

- Produce more content – but which content sales good?
- Does Amazon show my articles – are products available?
- Does Amazon show my articles – which search terms work?



Tools

- Affiliate Dashboard
- Google Search Console
- Web Analytics Tool





OSP Tools

Affiliate Dashboard

	Sold	Delivered	Direct sales	Revenue	Earnings ▼
https://www.amazon.de/ospublishing/story/	1.564	2.192	1.564	64.488,31 €	2.173,01 €
https://www.amazon.de/ospublishing/story/	280	231	280	40.195,76 €	1.254,64 €
https://www.amazon.de/ospublishing/story/	2.000	1.872	2.000	25.821,99 €	978,65 €
https://www.amazon.de/ospublishing/story/	459	444	459	55.687,93 €	836,03 €
https://www.amazon.de/ospublishing/story/	766	855	766	18.947,39 €	817,04 €
https://www.amazon.de/ospublishing/story/	178	226	178	41.780,92 €	794,70 €
https://www.amazon.de/ospublishing/story/	1.986	1.847	1.986	59.963,22 €	744,37 €
https://www.amazon.de/ospublishing/story/	587	623	587	31.045,20 €	650,05 €
https://www.amazon.de/ospublishing/story/	98	117	98	14.095,34 €	611,07 €

Article	Ø ranking	Ø visibility	Unused search volume	Search volume ▼	Competitors	Keywords
Die 1 besten Camping-Songbooks	0,0 / 8,0	0,00%	64.455	81.000	10	10
Die 1 besten Kuchentreiber für Kinder	4,9 / 8,0	84,97%	32.368	64.770	2	9
Die 1 besten Thermobehälter	0,0 / 8,0	0,00%	40.932	57.850	4	8
Die 1 besten Zelte	0,0 / 8,0	0,00%	25.744	56.350	5	14
Die 1 besten Schokolade	0,0 / 5,0	0,00%	45.660	54.400	4	7
Die 1 besten Fotokameras	1,0 / 2,0	1,73%	38.184	49.600	1	9



Product availability

- Where do I have content with unavailable products?
- What where they selling before?

Unsere Empfehlung	Preis-Leistungs-Sieger
KLEINMETALL Allsafe Auto-Hundeschirr	Kurgo Enhanced Tru-Fit Smart Hundeschirr
mit hochwertigem, verstärktem Nylon und Edelstahl, mit Sicherheitsgurt.	Anschlingung, Crashtest-zertifiziert, mit fünf Befestigungspunkten.
Preis nicht verfügbar	32,96 EUR
Jetzt kaufen	Jetzt kaufen



Product availability

Filters

Ordered Products 30D = 0

Ordered Products 365D > 0

+ Add filter

▼ Apply

Contents

Previous

1

2

3

4

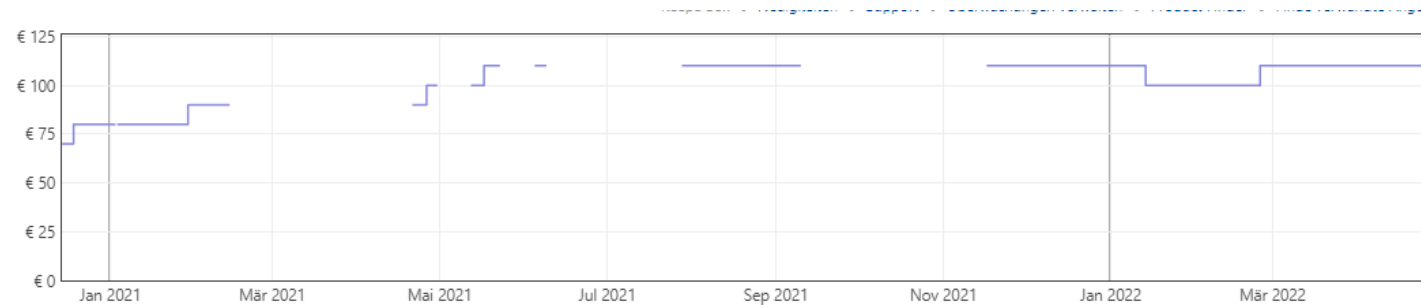
Next

Go to ▲

		Tracking ID	Published	Last update	Content	Views (30D)	Ordered products (30D)	Ordered products (365D) ▼	
☐		osp:c	2020-11-23 00:00:00	2022-04-20 11:57:42		0	0	687	
☐		osp:h	2020-08-14 00:00:00	2021-11-23 16:06:57		0	0	650,60	
☐		osp:h	2020-06-03 00:00:00	2021-11-17 12:35:33		0	0	523,60	
☐		osp:h	2020-08-24 00:00:00	2022-04-14 17:00:31		0	0	297,48	

Tools

- Affiliate Dashboard
- Amazon PAAPI
- Keepa





New tool

- Crawl your page
- Find affiliate links
- Check availability

☐	Typ		Tracking ID	VÖ Datum	Aktualisiert	Inhalt	Views (30T)	Bestellte Produkte (30T)	Bestellte Produkte (365T)	
☐			ht	2020-09-01 11:33:52	2021-01-20 12:18:23		38	3	21	
☐			ht	2020-09-07 13:22:04	2020-09-21 19:25:53		202	8	48	
☐			cs	2020-09-14 14:04:36	2020-10-17 00:15:03		45	0	11	
☐			ht	2020-09-14 14:33:36	2020-09-14 14:40:50		178	22	160	
☐			ht	2020-09-15 15:48:37	2021-02-17 12:51:48		3.250	315	2.037	
☐			cs	2020-10-06 12:29:50	2020-11-05 00:15:01		58	13	120	



New tool

- affilimon.com
- Register for early access and get an invitation code for a free month, when it is launched.

Affiliate Round Table

- Connect with other Affiliates
- Exchange Knowledge and Experiences
- Learn from each other

- quinta-digital.com/affiliateroundtable/



THANK YOU

Questions? sebastian@quinta-digital.de

Download sheets at quinta-digital.com/aaa2022