

About Affiliate Marketing



Affiliate marketing is the ideal route to market for advertisers from any sector who have an online sales point.

Affiliate marketing is like having a virtual sales force, paid only on commission. dgm have been delivering hard-working, affiliate campaigns for the past 10 years. Our account management team have more than 33 years of experience in affiliate marketing and because we keep hold of our staff, our advertisers enjoy an unmatched level of consistency.

Affiliates aim to drive high quality, converting traffic to your site in order to maximise their return. So in addition to 'sales', you also increase the overall traffic to your site and help to grow awareness of your brand online, at no extra cost or risk to you.

The key to success is balancing the needs of advertiser and affiliate, to maximise return for both.

Why carry out affiliate marketing via a network?

- A network-based solution provides a number of significant advantages for both advertiser and affiliate, including:
- Facilitating online partnerships: networks bring on board advertiser programs and actively recruit relevant affiliates to promote them.
- Technological platform for ad serving, tracking and reporting.
- Single point of contact for campaign management and transaction processing.
- Significantly reduced administrative requirement.
- Expertise and experience.
- Opportunity to take advantage on existing advertiser / affiliate relationships.

dgmPro Tracking



