



X10 Offers Tools For Affiliate Success

The company's tiered affiliate program is all about relationships.



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PREVIOUS JOB: E-Marketing Director, Gala Source Companies

X10's affiliate program is powered via its internal VIP program, through Commission Junction, as well as through Performics. Affiliates are offered a free website to get them started quickly with the program (www.X10-Free-Website.com). All networks are currently based on a two-tier 30 to 40 percent performance incentive structure with a 30-day cookie. X10's custom programs for affiliates generate more than \$20,000 in sales per month.

DA How did you come into the world of affiliate marketing?

HP I started out in 1994 as the founder of Entrance Only Management Inc., which provided Web development, e-commerce business consulting and Web design services for companies newly converting their sales channels to the online medium. I ended up becoming an affiliate myself in 1997 for many programs across the country and learned first-hand the needs and desires of affiliates interested in becoming successful.

DA What is the best thing about X10's program?

HP That would be the types of conversionary tools we offer our affiliates interested in making a high-paying commission. Our affiliate's consumers are not directed to our website but to highly converting product and offer-specific, dynamic landing pages, where the affiliate's chances of conversion are heightened. Another plus concerning our program would be the affiliate relationship management (ARM) standards we use concerning a tiered approach to communicating with our affiliates.

DA How many people work on it?

HP The team is three people including myself.

DA Why should affiliates work with you?

HP It's the only affiliate program that I am aware of that offers: high-paying 30 percent to 40 percent commissions; a parasite-free program; a 30-day cookie; a free website and free website set up; phone sales commission; rotating offers and rotating banners served via sales