PRACTICAL RESOURCE / AFFILIATE MARKETING COACH

Weekly Review

Period / page / channel:

Relevant visits:

Affiliate clicks:

Attributed actions:

Pending / approved / paid commissions:

Direct costs:

Observation:

Hypotheses and alternatives:

Missing evidence / reporting delay:

One change:

Date / review date:

Result / limitations / next decision:

Click rate = clicks / relevant visits x 100.

Reported conversion = attributed actions / affiliate clicks x 100.

Contribution = approved commissions minus direct costs; not total business profit.

Use comparable definitions and periods; do not divide by zero.