

Storm for Affiliates™

Tracking & PPC Optimisation for Affiliates



Storm for Affiliates™

Accurately track sales back to their originating keyword and search terms using our integrated end to end solution designed for affiliates.

With Storm for Affiliates™ you can accurately link the commission you generate as an affiliate with the money you spend on PPC clicks through the major search engines. We connect directly to your affiliate networks and to the search engines through their API's. This means that data is collected and aggregated automatically while you get on with doing what you do best, making money.

We track the actual search term the user entered into the search engine as well as the keywords you're bidding on through PPC. We record the entire user journey that takes place in the lead up to a sale, not just the last click. Also, we track unlimited traffic sources taking into account paid search plus any other channels you may use such as SEO, email marketing and unlimited custom traffic sources.

By giving you the whole story and not just the last click you avoid disregarding keywords that made a valuable contribution to your online campaign even though they weren't classed as having 'won' the sale.

Supported Affiliate Networks



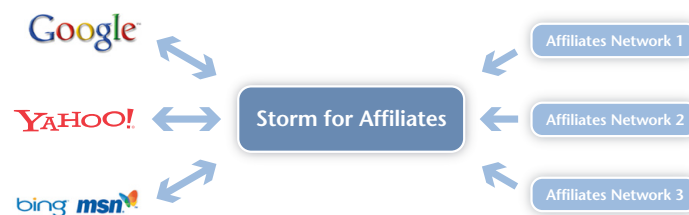
...plus many more

Features

- Automatic end to end tracking between search engines and affiliate networks
- Optimise your PPC campaigns easily against your key performance indicators.
- Storm for Affiliates™ has been designed with accuracy of data and flexibility of features in mind. We provide tools for experts to use, not a black box solution
- Harvest the long tail keywords that your users type in to find you, reducing your overall cost per click
- Analyse your Google quality score over time to see the effects of your landing page and ad copy changes
- Report on custom measures by using your own formulae and calculations
- Automate and schedule tasks including PPC optimisation and exporting useful reports

Benefits

- Save time generating and aggregating reports to match sales back to click
- Increase your ROI from PPC activity
- Consolidate tracking across all channels
- Consolidate reporting across all networks, campaigns & channels



“ Using Storm for Affiliates has allowed us to implement extremely complex optimisation strategies in a straightforward and scalable manner, increasing efficiency and allowing us to focus our time executing strategies which directly increase profitability. The reporting available through Storm for Affiliates facilitates easy analysis and optimisation of campaigns to a minute level of granularity... ”

Rich Foister, eConversions



StormAnalytics
Storm Optimiser

Storm for Affiliates
Pixel Carrier Pro