

# Affiliate marketing Survival Tips

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Once you've signed up for what appears to be a great affiliate program, you've formerly ripened your strategy, select your banners, and other materials for marketing.

Formerly you've figured the lot out, you may still have problems developing marketing strategies and find yourself wondering what's wrong. Below, you'll find several of the most common issues that affect sales commissions and leads.

## Soggy cookies

A lot of merchants use cookies for tracking your referrals. As a majority of customers don't purchase on the prime visit, cookies allow for developing referrals to be tagged hard by your ID so that if they do get later, you'll get the credit for the sale.

The durations for the cookies will vary from merchant to merchant. Some last as little as a single session, while others can last for years. If the visitor flushes their cookies on a routine basis, has cookie blocking software, or the program from the vendor isn't operating correctly, there in fact isn't anything you can do.

## Multiple methods of charge

If you've joined an affiliate program through a network that processes payments of products on behalf of merchants, it's not uncommon for merchants to propose several methods of payment. While this is great for customers, it's bad for affiliates.

Before you begin to put out any products or services as an affiliate of a network, always look at the merchant site carefully. If you possess any doubt, contact the store owner before you progress any further.

## Monitoring your arrangements

Even the most trustworthy of merchants will have problems with their affiliate software at some period in time. Therefore, it's important to constantly check cookies and store owner sites for any changes that may affect your pay.