



RESEARCH
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2019 LEADING VENDORS TO THE TOP 1000 E-RETAILERS

Rankings, Data & Analysis of the
Top E-Commerce Technology Providers



Internet Retailer, a Digital Commerce 360 brand

Affiliate Marketing

Affiliate marketing is one of the oldest online marketing strategies in e-commerce, but it can be one of the most effective, too, as it's easy to measure success and failure. Easier to measure than, say, television commercials or billboards where tracking an advertisement to a final sale is murky. Affiliate marketing, which means paying publishers to mention your brand and/or link back to your site, can also be less risky than other forms of online advertising in terms of cost since most retailers arrange a cost-per acquisition payment structure where they only pay a publisher if the traffic from a particular ad drives a sale. Some retailers choose to operate their own affiliate networks and manage the multiple affiliate links to their site from blogs, forums or social channels, while others work with major affiliate network operators such as CJ Affiliate by Conversant (formerly Commission Junction). In 2017, two of the biggest companies in this sector merged. Affiliate Window (now called Awin), which says it works with more than 100,000 publishers, acquired ShareASale for an undisclosed sum.

1	CJ AFFILIATE	Top 1000 Clients ▶ 179	Client Web Sales ▶ \$290.09B
2	RAKUTEN	Top 1000 Clients ▶ 100	Client Web Sales ▶ \$116.99B
3	SHAREASALE ¹	Top 1000 Clients ▶ 96	Client Web Sales ▶ \$18.14B
			
4	PEPPERJAM	Top 1000 Clients ▶ 41	Client Web Sales ▶ \$30.50B
5	AVANTLINK	Top 1000 Clients ▶ 40	Client Web Sales ▶ \$16.17B
6	OPM PROS	Top 1000 Clients ▶ 28	Client Web Sales ▶ \$26.83B
7	IMPACT ²	Top 1000 Clients ▶ 24	Client Web Sales ▶ \$6.75B
8	ACCELERATION PARTNERS	Top 1000 Clients ▶ 20	Client Web Sales ▶ \$8.60B
9	LINKCONNECTOR	Top 1000 Clients ▶ 5	Client Web Sales ▶ \$426.86M
10	PMX AGENCY	Top 1000 Clients ▶ 4	Client Web Sales ▶ \$3.21B

1. In March 2017 Affiliate Window and zanox merged and rebranded as Awin. Also in 2017 ShareASale and Affilinet were acquired by Awin. 2. In March 2018 Impact Radius rebranded as Impact.