



## IAB Affiliate Marketing Handbook Signals Affiliate Industry's Big Plans for Australia

Sydney, 24th October 2016: IAB Australia's Affiliate Marketing Working Group has published the first Affiliate Industry handbook for the Australian market. Established by IAB Australia in July 2016 as a cooperative of the major Affiliate Marketing companies in Australia, the Working Group aims to bring awareness and education to the growing local market.

The handbook outlines the basic mechanisms of the practice, the different types of Affiliates, the key players in the local markets, the role of content; and how to capitalise on mobile and other technologies. It is the first project completed by the Working Group, who next plan to examine the local Affiliate Market to determine its size and revenue within the digital advertising and marketing ecosystem.

"Affiliate Marketing is an industry built on relationships and I'm pleased the group has been able to work together to produce this handbook and help drive the channel forward," said Matthew Sheppard, International Account Manager for Navigate Digital and one of the authors of the handbook.

"I know from my time overseas as a marketer just how valuable Affiliate Marketing is," said IAB CEO Vijay Solanki. "I think we can expect a similar story will soon be told here in Australia as the industry grows in financial importance and reputation."

Whilst there are no official Australian figures, Affiliate Marketing is a rapidly growing component of digital marketing in many foreign markets. According to the IAB U.K./PwC Online Performance Marketing Study 2015, Affiliate Marketing produced £16.5B in sales in 2015, equaling 10% of all U.K. retail ecommerce (and 1% of U.K. GDP). The same report noted that Affiliate Marketing generates a 14:1 ROI.

"Affiliate marketing is an integral part of our digital channel mix; we can see that it directly drives and influences a customer to purchase on our website with a consistently strong return on investment," said Claudia Dwyer, Digital Marketing Specialist at David Jones. "We've established a solution around our strict brand guidelines, working with transparency across the breadth of our partners – whilst also streamlining processes. Affiliates are not only bringing sales to David Jones, they are bringing new valuable customers. As affiliate partners and strong top of the funnel, influencers continue to grow in Australia, we can also see the opportunity for David Jones to grow with them."

The IAB Affiliate Marketing Handbook 2016 was authored and compiled by the following company representatives: Anthony Capano, Rakuten Marketing Chris Carner, Cash Rewards Isabell Schneider, MediaCom Matthew Sheppard, Navigate Digital Richa Dani, Columbus Roger Lee, APD Verity Beard, Allure Media Zane McIntyre, Commission Factory /Ends

### About the Interactive Advertising Bureau

The Interactive Advertising Bureau (IAB) Limited is the peak trade association for online advertising in Australia and was incorporated in July 2010. As one of over 43 IAB offices globally, and with a rapidly growing membership, IAB Australia's principal objective is to support and enable the media and marketing industry to ensure that they thrive in the digital economy.

The role of the IAB is to work with its members and the broader advertising and marketing industry to assist marketers to identify how best to employ online as part of their marketing strategy, to better target and engage their customers and build their brands.

By addressing the core pillars of growth of the online advertising industry - simplified and standard online audience measurement, research, and online operational standards and guidelines, and regulatory affairs, IAB Australia leverages the skills, experience and commitment of its members to advocate the benefits of online advertising by acting as an authoritative and objective source for all online advertising issues whilst promoting industry-wide best practice.

IAB Australia is a registered not-for-profit organisation; membership fees and revenue generated is invested back into the IAB's membership benefits such as resources, events, reporting, and industry representation.

For further information about IAB Australia please visit: [www.iabaustralia.com.au](http://www.iabaustralia.com.au)

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