

2. Affiliate Hub: Use Cases

Use Case #1: Managing Different Affiliate Companies

Affiliate Hub can organize clients from multiple affiliate partners into separate segments. This setup allows you to monitor registrations, first-transaction rates, and ROI for each company side by side.

Use Case #2: Managing Advertising Campaigns by Region

Affiliate Hub can separate campaigns targeting different geographies (e.g., USA, Canada, EMEA). You can apply region-specific desk assignments, time-zone rules, and reporting to each affiliate hub for clearer regional performance analysis.

Use Case #3: Managing Different Types of Advertising

Affiliate Hub can group clients by ad format—banner ads, video ads, email blasts, influencer shout-outs—to compare engagement, conversion rates, and cost per acquisition across creative channels.

Use Case #4: Testing New Marketing Channels

Affiliate Hub can route early leads from pilot channels (e.g., TikTok ads, podcast sponsorships) into a dedicated “test” affiliate hub. This lets you gauge impact without skewing data in your production affiliate hubs.

Use Case #5: Segmenting by Referral Source

Affiliate Hub can segment organic traffic sources—SEO, direct referrals, in-house promotions—to benchmark free versus paid initiatives on qualified leads, activation rates, and revenue.

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