



Expert Session Quiz

Expert: Victoria Galperina

Title: Affiliate Marketing 101 with Victoria Galperina

- 1) What is affiliate marketing, according to the presenter?
 - a) A form of performance-based marketing
 - b) The most popular way to sell a product
 - c) A form of sales steroids
 - d) The best way to grow a company
- 2) What are affiliates?
 - A. Potential legal personnel referring to buyers on your website
 - B. Potential buyers of your product or service
 - C. The people who refer potential buyers to your website
 - D. People associated with potentially buying your product or service
- 3) What role did the pizza place play in the example that the presenter gave?
 - A. The provider
 - B. The affiliate
 - C. The customer
 - D. The merchant
- 4) Which of the following is a popular commission model?
 - A. CPM (Cost Per Mille)
 - B. PPSale (Pay Per Sale)
 - C. CPA (Cost Per Acquisition)
 - D. CPI (Cost Per Install)
- 5) Which of the following affiliates are the most sought after?
 - A. Speakers
 - B. Paid-search affiliates
 - C. Opinion leaders
 - D. Content producers
 - E. Opinion leaders AND content producers
- 6) Why is the CPS model profitable?
 - A. You have nothing to lose because you don't pay until you get a sale.
 - B. You only have to pay your affiliates once per season.
 - C. You get paid every time an email is sent.
 - D. It's not profitable.

7. What is the advantage of using affiliate software instead of an affiliate network?
 - A. You don't have to go find affiliates to market your product.
 - B. You don't have to pay a commission to an affiliate network.
 - C. You will have immediate access to thousands of affiliates all around the world.
 - D. You won't have to hire people with technical expertise to build your affiliate platform.
8. Which of the following is NOT a "must-have" when executing an affiliate program?
 - A. Affiliate agreement
 - B. Affiliate manager
 - C. Consistent communication with affiliates
 - D. Answers to frequently asked questions
9. Which of the following is NOT necessary to do when creating an affiliate program?
 - A. Research your competitors.
 - B. Have a brainstorm session.
 - C. Pick a commission model to use.
 - D. Decide whether to use software or a network.
10. Which of the following is a common way to use cookies in affiliate marketing?
 - A. Use them to reward your highest-performing affiliates.
 - B. Give your affiliates a cookie when they reach 100 sales.
 - C. Use them to track user data on your site and reward your affiliates when their referrals make future purchases.
 - D. Use them to spy on your affiliates.