

Related Marketing is a process in which marketers reward publisher/Related for every transaction on their website. It makes the use of web analytics' insights at multiple stages. Various methods are used in related marketing such as organic SEO, paid search engine marketing, email marketing and display marketing to drive traffic to the firm's website for conversion. The success rate in related marketing depends on choosing the right Relateds¹⁷. Related are motivated by Earnings Per Click (EPC). So the marketer needs to consider the following factors to maximize the value Related can get so that the marketer remains the preferred firms for the Related:

1. Commission – It must be competitive so that the marketer remains preferred destination for driving traffic for the Related.
2. Cookie expiry period – If the firms extends the cookie expiry period to one week, or one month, or even to three months, it will help improve EPC.
3. Conversion rate and AOV – If conversion rates and AOVs are high then the firms will propose a higher commission so that Related can give higher visibility to firms' ads and links.
4. Communicate offers – The firm's needs to enable the Related in advance by giving them the creative feeds and content such promotions and offers they need for promoting a firms.

Related marketing has four major players:

1. The merchant – Merchant is also called the creator, the seller, the vendor, the marketer and the retailer. Merchant is a manufacturer of the product. It can be a large multinational enterprise or a start-up.
2. The network.
3. The publisher – They are also known as Related, distributor and advertiser. Related can be individual or entire firms.

The customer – Related system is dependent on the customer. Without sales, Related cannot get a commission or revenue shared with firms.

Exercise-

Q-1 Give suitable title of the above given case study?

Q-2 What does the market research in above the case study revealed?

Q-3 Write the demerits of related marketing from the above case study?