The **Awin** story





zanox and Affiliate Window



29,500+



200,000+



180









1000+

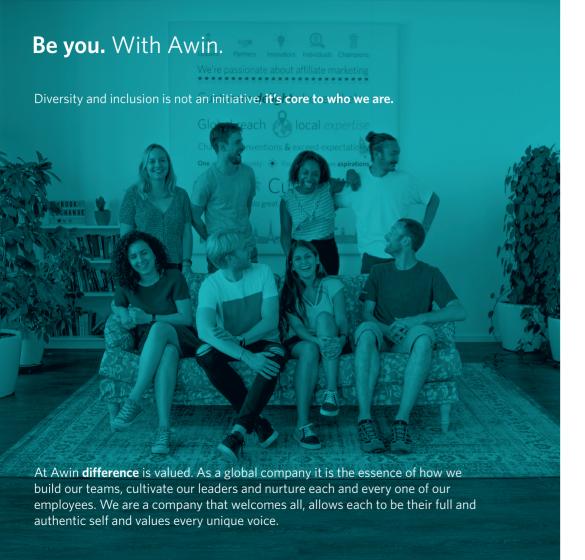


15



88%





What is **affiliate marketing?**

Affiliate marketing happens when **publishers** (also known as affiliates) partner with **advertiser brands** to promote products and services to their online audiences, whether that be on a website, blog, app or social media channel.

Affiliate marketing explained in **three** easy steps

The publisher promotes the advertiser's product or service on their online content using a trackable affiliate link.

2 Any clicks or sales via this link is attributed to the publisher.

The publisher receives a commission from the advertiser for approved sales or leads.

