

The Awin story



Driving sales for our partners since 2000 with award-winning **affiliate marketing solutions** and exceptional service

2000



zanoX and **Affiliate Window** were rebranded in March 2017 to become one global network, Awin

2017

In September 2017, Awin merged with longstanding European competitor, affilinet who has been providing publishers, advertisers and agencies with sophisticated, performance-driven solutions since 1997.



29,500+
advertisers



200,000+
active publishers



180
countries in which
we drove sales in 2018

Today



1000+
people work at Awin



15
locations



88%
of staff would recommend
Awin as a great place to work



Grow
your career
at Awin



Be you. With Awin.

Partners Innovators Individuals Champions

We're passionate about affiliate marketing

Diversity and inclusion is not an initiative, it's core to who we are.

Global reach local expertise

Challenge conventions & exceed expectations

One vision community focus shared aspirations

At Awin **difference** is valued. As a global company it is the essence of how we build our teams, cultivate our leaders and nurture each and every one of our employees. We are a company that welcomes all, allows each to be their full and authentic self and values every unique voice.

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

- 1**  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.
- 3**  The publisher receives a commission from the advertiser for approved sales or leads.

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Awin family

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