

Data Overview

Dear friend,

This analysis aims to identify the best offers for promotion and give you some insights into the affiliate marketplace.

Metrics included Earnings Per Click (EPC), Conversion Rate, Sales Volume, Refund Rate, and Pulse. Each metric provided a lens through which the success and potential of a product were assessed.

The dataset consisted of total 2,184 offers for 2024, with detailed performance metrics for each.

The data cutoff is Nov 18th 2024.

Offers that did 0 sales are omitted from relevant data analysis.

Key Findings

General Trends

Sales Distribution:

Approximately 10.67% of offers generated zero sales, indicating limited or ineffective promotion.

Nearly 24.86% achieved over 100 sales, showcasing significant market success.

A smaller subset (7.74%) achieved over 500 sales, while only 1.47% surpassed 1,000 sales.

Underperforming Categories:

The "Other" category comprised 39.88% of underperformers, reflecting products without clear definition or target audiences.

PLR (Private Label Rights) products accounted for 23.45%, often struggling with differentiation and demand.

Software, Info Products, and Templates made up smaller proportions of underperforming offers but still presented opportunities for targeted improvements.

Based on the data, here's how the typical offer performs on average by product type:

1. Software

Average Sales: 422.17 (highest-performing category)

Average EPC: \$2.99 (highest earnings per click)

Average Pulse: 2.58 (moderate affiliate activity)

Average Refund Rate: 4.61% (acceptable but higher than others)

2. Other (Typically a hybrid of Info & Templates)

Average Sales: 200.34

Average EPC: \$1.38

Average Pulse: 1.32 (lower activity)

Average Refund Rate: 2.12% (low and favorable)

3. Templates

Average Sales: 153.93

Average EPC: \$1.33

Average Pulse: 0.82 (low activity)

Average Refund Rate: 1.57% (lowest, indicating satisfied customers)

4. Info Product

Average Sales: 80.92

Average EPC: \$1.47

Average Pulse: 0.84

Average Refund Rate: 2.86%

5. PLR (Private Label Rights)

Average Sales: 75.48

Average EPC: \$1.63

Average Pulse: 0.53 (lowest activity)

Average Refund Rate: 0.52% (exceptionally low)

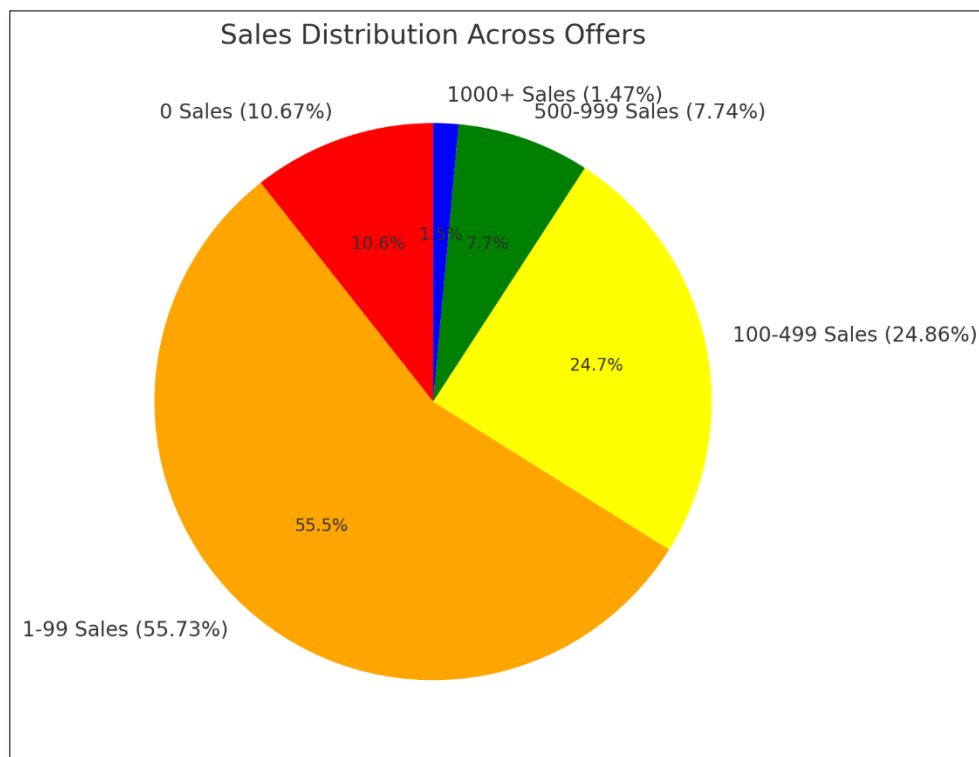
Key Insights:

Software is the best-performing product type in terms of sales and EPC, however, has a slightly higher refund rate.

Templates have moderate sales and low refund rates, making them stable options for promotion.

PLR offers low sales but stands out with a minimal refund rate, reflecting high customer satisfaction.

Info Products and the "Other" category have moderate performance but may require targeted marketing to boost sales.



Top Performers:

Offers with high EPCs (above \$9) and conversion rates (above 22%) were flagged as outliers, representing exceptional promotional potential.

Notable products achieving over 5,000 sales included:

- Auto-Affiliate AI (10,000+ sales, EPC \$23.21, refund rate 13%).
- OneAi (7,500+ sales, EPC \$22.44, refund rate 10%).
- Fast Profit System (7,500+ sales, EPC \$13.40, refund rate 7%).

Metrics and Their Impact

EPC (Visitor Value):

A critical metric for assessing earning potential per visitor.

Offers with EPCs above \$9 were flagged as exceptional performers, with EPC outliers like FunnelXAI (\$23.21) and AI Educator (\$22.44) indicating strong earning opportunities.

Conversion Rate:

Products with conversion rates over 22% were flagged as Conversion Outliers.

High conversion rates such as AI ScreenSnap (62%) and MediaGuard AI (64%) suggest these products effectively convert leads into buyers.

Sales Volume:

Offers with over 500 sales were prioritized, as they demonstrate strong market demand.

Products in the 250–499 sales range were also considered, given their potential for growth and lower saturation.

Refund Rate:

Refund rates over 15% were marked as risky, and over 20% were generally discouraged from promotion.

Top-performing offers maintained refund rates below 10%, indicating high customer satisfaction.

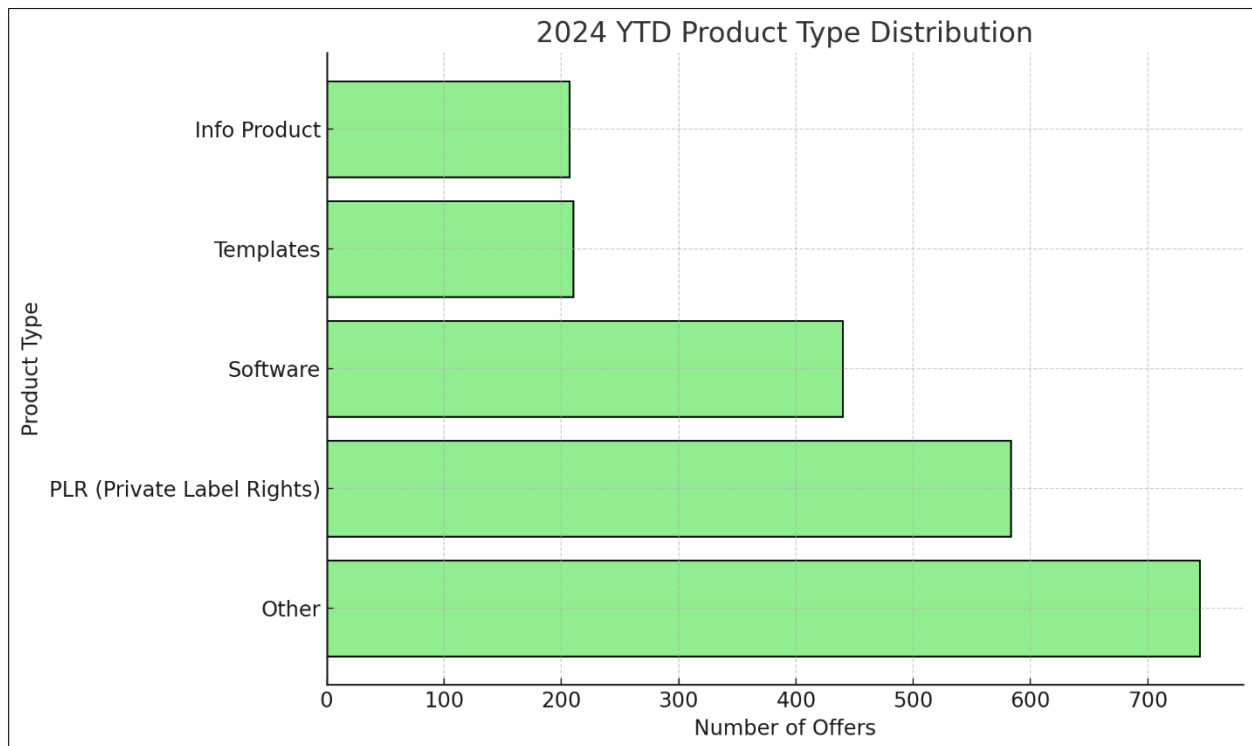
Pulse:

High pulse values indicated active promotion and sales by affiliates.

A low pulse after launch suggested ongoing sales, signaling sustained interest in the product.

Distribution Of Product Types In 2024

Offers are counted by their types inferred from the offer name. Offers labelled other did not have a marketable term in their name.



Recommendations

High-Priority Offers

Focus promotional efforts on offers with:

EPCs between \$3 and \$9+

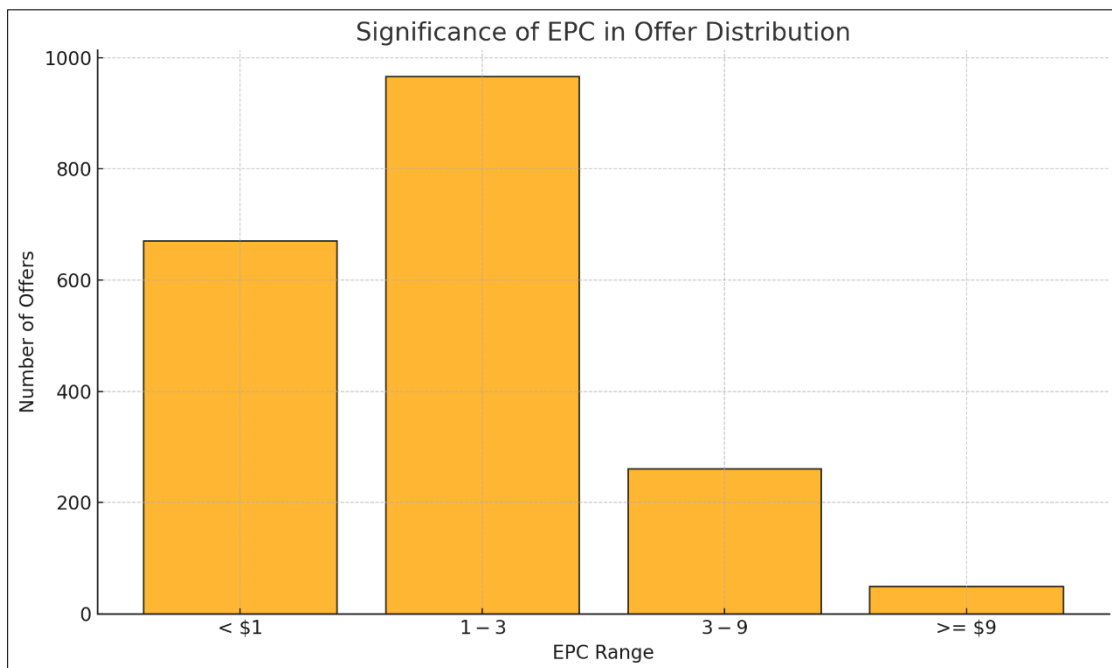
Conversion rates 11% to 22%.

Sales volumes greater than 500, or 250–499 in less-saturated markets.

Refund rates below 15%.

Most performing offers fall within the \$1 to \$3 EPC or Visitor Value range. A second significant cohort exists for offers that perform under \$1.

Remember that a profitable lead is any that **costs less than** what is earned when that visitor is sent to the sales page.



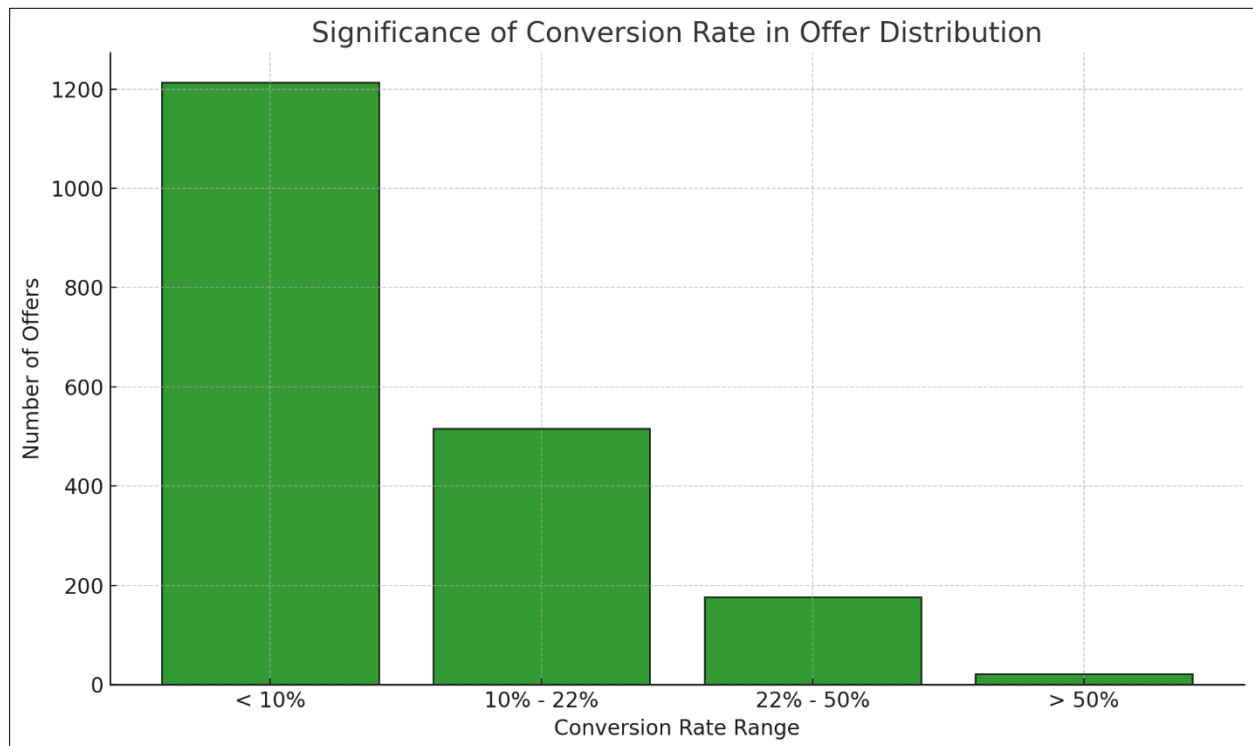
Significance Of Conversion Rate In Offer Distribution

To give context, most offers present conversion rates of under 10%, so you can expect your average offer to fall in this range.

Offers that exceed 20% conversion rates are outliers. While some may be noteworthy when considering other metrics, some outliers may be hyper-targeted or contain malformed data.

It is important to understand this. Sometimes a seller will promote a product just to their list. Naturally, their list will likely buy the offer, which may not have mass market appeal. This tends to push conversion figures upwards as a higher percentage of the people on the seller's list will be more likely to make the purchase. A higher sales volume can serve to confirm that the outlier conversion rate is real and not an anomaly.

Recall that EPC/Visitor Value is the key metric to be used when assessing an offer for promotion.



Keyword to Offer Performance Relationship

Here's a breakdown of the types of offers based on high-performance keywords:

AI: Frequently associated with high-performing offers, reflecting a strong trend in artificial intelligence-related products.

Creator: Indicates tools or platforms focused on creating content, media, or digital assets.

App: Suggests mobile or software applications that provide utility or solve specific problems.

Latest: Highlights products marketed as innovative or up-to-date with current trends.

General Strategies

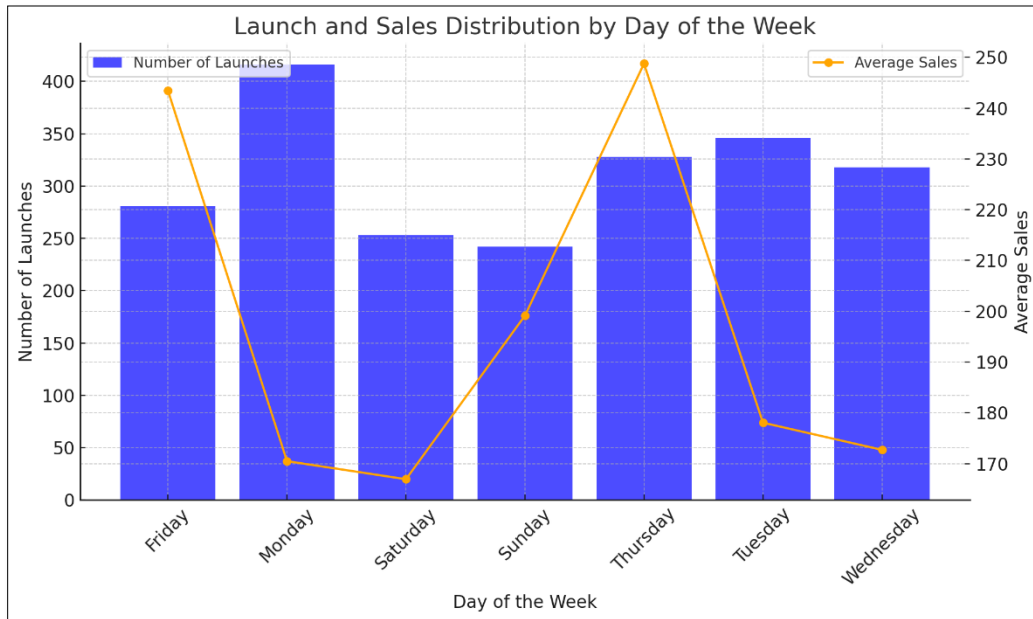
Emphasize offers with strong EPC and conversion rates, as these metrics directly impact profitability.

Use targeted advertising campaigns to promote underrepresented, high-potential products in the 250–499+ sales range.

Monitor refund rates closely and avoid promoting products with rates above 20%.

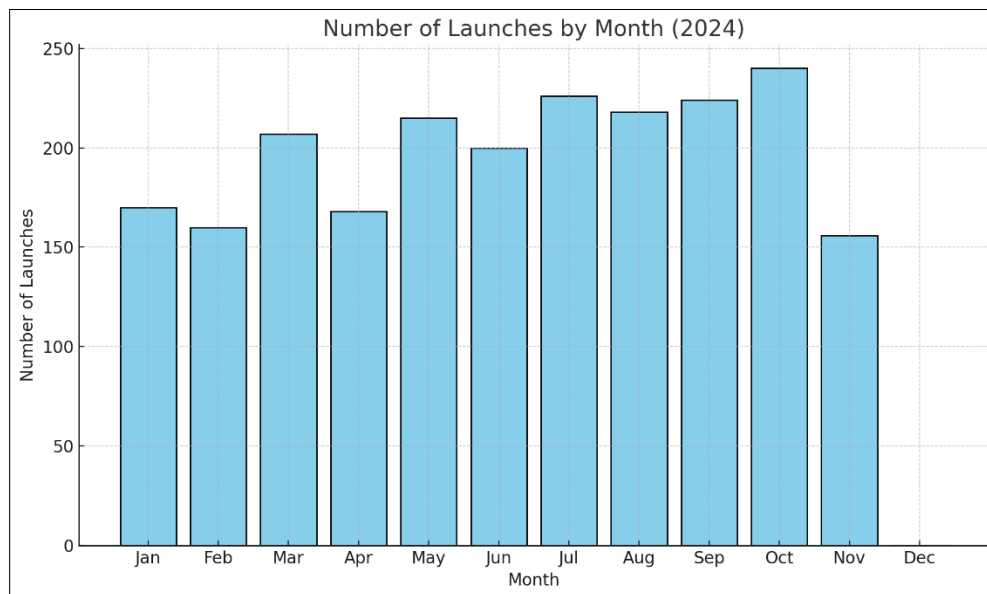
Launch & Sales Volume By Launch Day

There is a clear correlation between launches released on a Thursday or Friday outperforming other days. Mondays, Wednesdays, and Saturdays present as the worst days to launch a product.



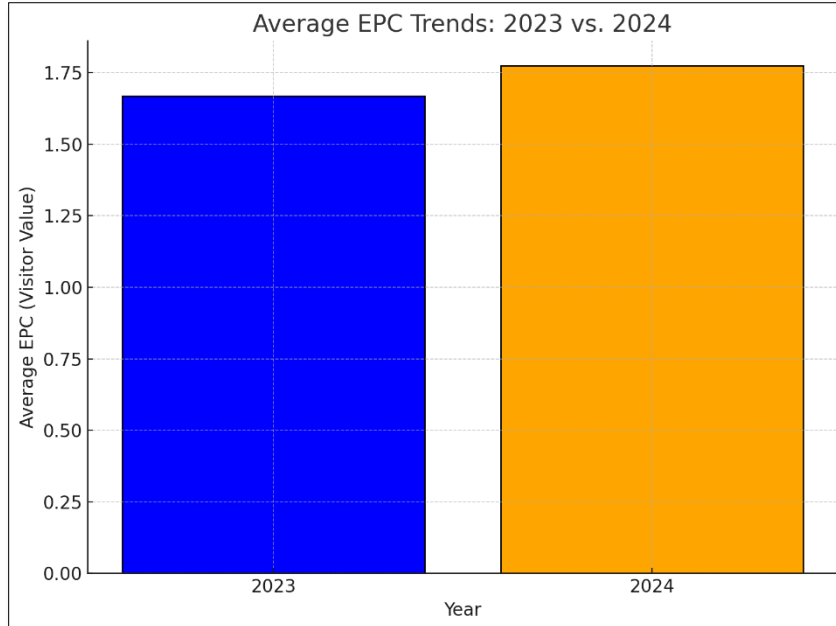
Launch Volume Distribution By Month (Preliminary)

The data indicates that more offers are launched in the back half of the year with some outliers. Data for Nov and Dec are incomplete as of release date.

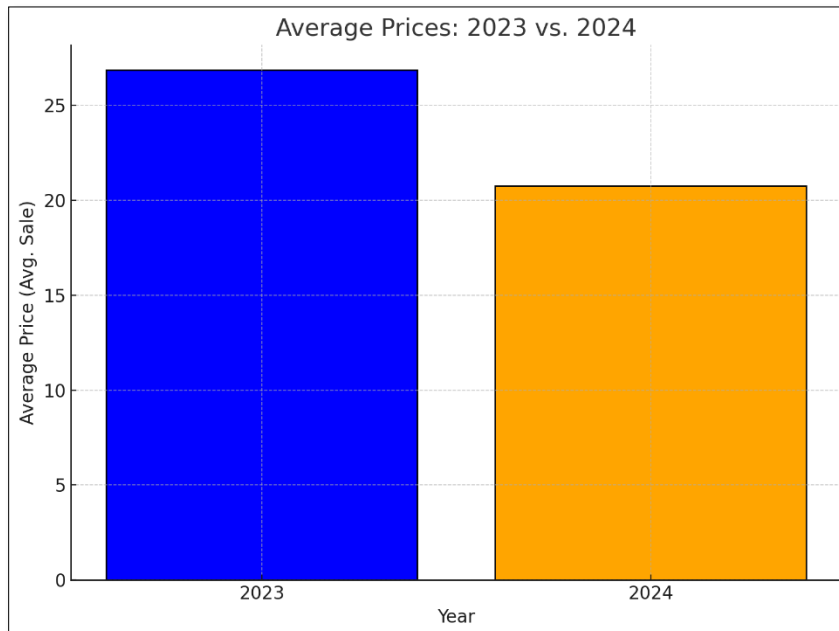


Historical Data Analysis and Trends

Average EPC increased slightly between datasets suggesting moderate growth.



Preliminary data also suggests that 2024 will see only a slight increase in the number of performing offers launched.



This chart reveals a 22.70% drop in average prices.

(Avg. Sale) from 2023 to 2024:

2023 Average Price: \$26.85

2024 Average Price: \$20.76

Price Drop: \$6.09

This indicates a significant downward trend in product pricing, which could reflect increased competition or a strategic shift to lower-priced products, or combination of both.

Conclusion

The analysis provides a roadmap for selecting and promoting high-potential offers.

By leveraging metrics like EPC, conversion rate, and sales volume, along with mitigating risks such as high refund rates, you can focus on products that offer the best returns while avoiding pitfalls.

Comparing 2023 v. 2024:

Number of Offers:

A slight decrease in offers from 2,203 (2023) to 2,184 (2024).

Average EPC (Visitor Value):

A slight increase from \$1.67 to \$1.77, indicating improved earnings potential per visitor.

Average Pulse:

A decline from 3.09 to 1.27, showing reduced promotional activity or engagement.

Refund Rates:

A small improvement, dropping from 2.52% to 2.21%.

NOTE: As of publication, there remains ~45 days of launchable calendar days, therefore the conclusions above should not be viewed as final.

Continuous monitoring and adjustment of promotion strategies based on these insights will further ensure long-term success.

See data included with this summary for a list of products that can be promoted. Evergreen is often denoted as a non-zero Pulse. A pulse of 1 or greater is preferred on evergreen offers.