

AFFILIATE MARKETING

TRENDS & PREDICTIONS

20
21



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EXPERTS FEATURED



EMANUEL CINCA
Founder of Stacked
Marketer



LUKE KLING
Founder of affLIFT



IAMATTILA
Performance
Marketer at
I Am Corporation,
Inc.



SERVANDO SILVA
Affiliate marketer
at Servandosilva.com



IAN FERNANDO
Digital Marketer
at IANternet Media



MAOR BENAIM
Entrepreneur
at The Wolf
Marketing



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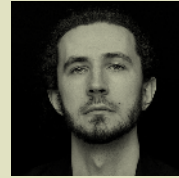
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ARTUR KACZMARCZYK
Head of Partnerships at Voluum



ALEX OMELIANOVYCH
CMO at AdPlexity





INTRO

Although it has been a challenging year on several fronts with some dizzying highs (take eCommerce, for example) and unfathomable lows, in the case with the travel vertical, this year gave us a lot of food for thought.

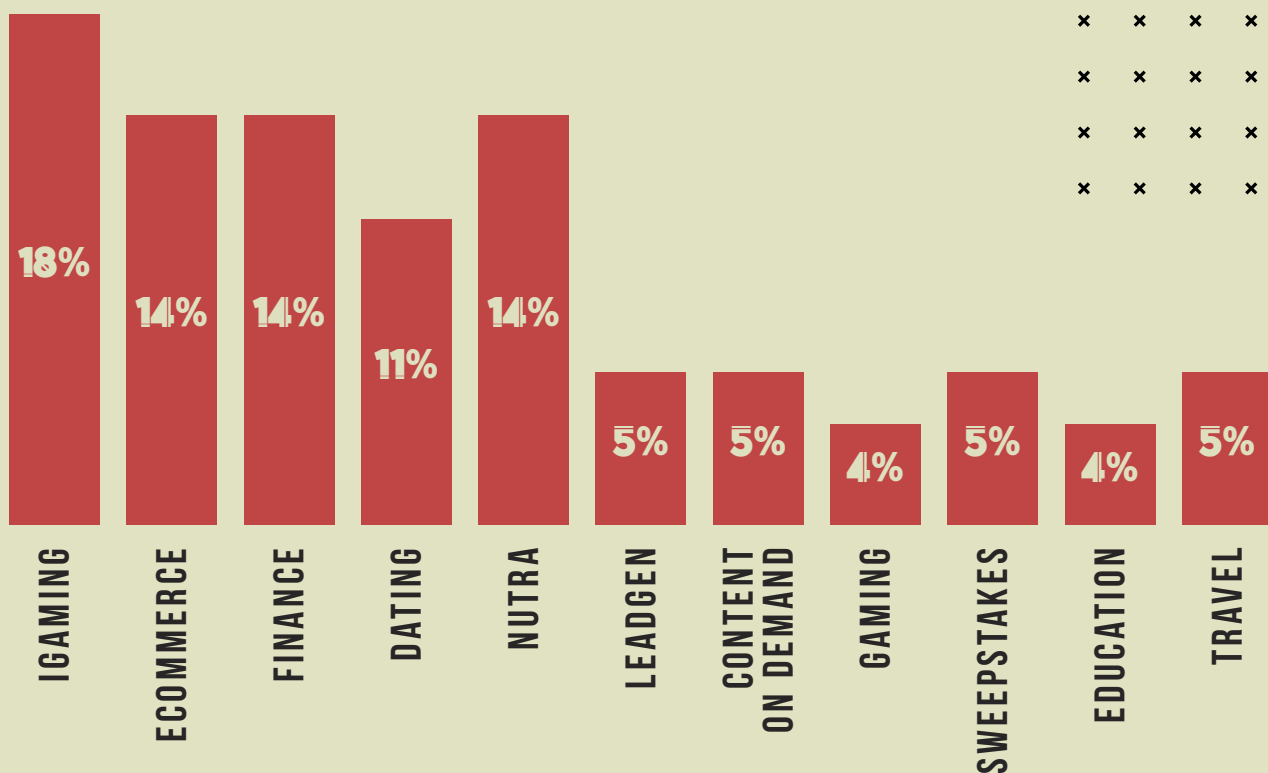
Can we definitely say that the affiliate marketing industry left unscathed by the pandemic?

The opinions on that are polarized: while some affiliates call 2020 the year of the massive economic crisis that is likely to destabilize the balance that has existed in the affiliate industry, others have little doubt that the pandemic will give a necessary boost to the digital sphere.

This contrast in views on how affiliate marketing will transform and evolve has urged us to gather the best industry minds.

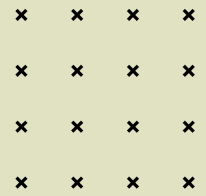
Along with the biggest influencers and industry sharks, we will try to determine where affiliate marketing is headed in 2021, what verticals will bloom and flourish, and, finally, how the pandemic will shape the future of the affiliate business.

SURVEY: TOP VERTICALS TO GROW IN 2021



We have asked the experts to share with us which verticals will rule supreme in 2021. Each expert had to name the top three choices.

An absolute leader is iGaming - the majority of experts agree that this vertical will thrive next year. Finance, eCommerce, and Nutra - all came second. And the third vertical most probably to prosper is Dating.



THE IMPACT OF THE PANDEMIC ON THE AFFILIATE MARKETING

How do the experts see the post-COVID future of affiliate marketing? Let's deep-dive into predictions: from traffic prices soaring to impulse purchases going "instinct" and eCommerce dominating the digital world.

PART 1.

INFLUENCERS



EMANUEL CINCA

Founder of Stacked Marketer

It's not just in affiliate marketing; we can see it in other industries too: the pandemic accelerated the adoption of already growing trends — eCommerce, working from home, home entertainment, etc. I think affiliate marketing will also fit there. Many products in those growing categories are popular with affiliates too.

So, while the pandemic certainly had a negative effect on the world overall, **affiliate marketing is likely to be one of the industries that did well *during*** and will also come out stronger.



LUKE KLING

Founder of affLIFT

IF THERE IS A POSITIVE LONG-TERM EFFECT, IT'LL LIKELY BE THAT MORE COMPANIES ARE DOING DIGITAL CONFERENCES AND WEBINARS.

Affiliates adapt very well, so I am not sure there really will be a long-term impact once the pandemic is over. We'll continue to test new verticals and find what is performing best based on the current environment.

If there is a positive long-term effect, it'll likely be that more companies are doing digital conferences and webinars. I believe a lot of companies are seeing a positive result in their efforts with those.



IAMATTILA

Performance Marketer
at I Am Corporation, Inc.

More people will become affiliate marketers. The offers that were driven by impulse buys will be replaced by offers that satisfy a need.

People are starting to feel the pinch due to all the restrictions globally, and they are going to be holding on to their money and only **spending it on things that will make their stay in the home more comfortable** or on things that they need for survival.

Others will be looking for money-making opportunities they can do from home, with little to no investment.

THE OFFERS THAT WERE DRIVEN BY
IMPULSE BUYS WILL BE REPLACED BY
OFFERS THAT SATISFY A NEED.



SERVANDO SILVA

Affiliate marketer at Servandosilva.com

It's hard to say, but I think the pandemic has proven to be a **forced way to make people adopt online usage even more.** From eCommerce to services, those who had online opportunities were able to keep working instead of closing.

This might help people open their eyes and stop ignoring online and also mobile-responsive solutions.

In 2021, since things are looking positive about a vaccine being ready and whatnot, I'm sure we'll see an increase in demand for most affiliate programs as people have more money to spend and the economy recovers.

I'M SURE WE'LL SEE AN INCREASE IN DEMAND FOR MOST AFFILIATE PROGRAMS AS PEOPLE HAVE MORE MONEY TO SPEND AND THE ECONOMY RECOVERS.

Things we took for granted, such as real-life dating and all the affiliate programs related to it, will come back stronger as well.

2020 also forced some networks (traffic and affiliate networks) to close down and not as many to open up, so the strong ones, with great managers, accounting departments and profit will remain and you can trust those even more now that you know they're not going down without putting a fight.



IAN FERNANDO

Digital Marketer at IANternet Media

It is continuing to grow because of the pandemic. People need another source of income from the layoffs, and affiliate marketing is a good way for people to easily get started without investing too much.

AFFILIATE MARKETING CANNOT DIE; IT JUST ALWAYS IMPROVES WHICH ALLOWS OTHERS TO ENTER THE INDUSTRY IN AN EASIER MANNER.

With a huge unemployment rise, affiliate marketing will be the way for a lot of people to generate income from home. Growing this skill will allow users to improve their writing, their marketing, sales funnels, and overall aspect of the perception of the world.

Affiliate marketing cannot die; it just always improves which allows others to enter the industry in an easier manner.



MAOR BENAIM

Entrepreneur at The Wolf Marketing

Just Like everything in life, there's going to be a dark side and a sunny side; it's mostly a matter of perspective and how you're going to take it on.

The dark side would be higher CPCs due to higher demand, maybe even higher taxes on media spend that the platforms would roll on us at the end of the day because I see a lot of other media budgets moving aggressively into the platforms.

And the sunny side is going to be that if you adapt, build stuff on the long run and keep going – even when you lose money and even when times are hard; you'll have a brand that's big enough to hold on to and would thrive during times like these.



KSENIA KOSTINA

Owner of Leadgid & Webvõrk

The previous economic crisis has shown that affiliate marketing channels are growing when advertisers start to count their money and cut down all kinds of brand promotions that don't drive measurable results.



VADIM KOREPOV

Founder
of Partnerkin.com
& Organizer of
Moscow Affiliate
Conference



IRINA KOVALENKO

Head
of Partnerkin.com

USER BEHAVIOR IS INFLUENCED BY INERTIA, AND THOSE FACTORS THAT AFFECTED AFFILIATE MARKETING IN 2020 AREN'T GOING ANYWHERE OVERNIGHT.

User behavior is influenced by inertia, and those factors that affected affiliate marketing in 2020 aren't going anywhere overnight.

In general, the traffic increased along with the pandemic. Removal of restrictions and gradual economic recovery will lead to even greater growth of affiliate marketing in the future.

The pandemic has taught users how to spend money online.

According to BBG, it is expected that for the first time, online sales will exceed offline during the 2020 festive season.

Moreover, Internet users have become more active in playing online casinos and betting. This tendency will also continue next year.

In other words, the current crisis is another impetus for the development of affiliate marketing. **The market will change, new offers and highly specialized verticals will appear.** In such circumstances, it is important to adapt quickly. These are likely to be challenging times for affiliate marketers and webmasters. But they will bring a lot of experience and interesting solutions.



KJ ROCKER

Director at 05 Media

This year online spend officially exceeded that of offline for the first time. The pandemic has increased the rate at which businesses were adopting online presence. **Contactless shopping and services are the new trends, and more and more businesses are going contactless.**

This means more growth for digital advertising, and in that respect, of course, affiliate marketing will grow with that as well. However, one thing we need to be vigilant about is the post-pandemic economic situation in which we don't know how bad it is going to be. Other than that, I believe the good days for Affiliate Marketing are just starting.



MARIANO CORDOBA

Media Buyer & Affiliate Marketer
at AcademiaBiz

The pandemic opens up more opportunities for affiliates as consumer habits have changed, and people have gotten used to shopping online, even in countries where online sales weren't so strong. Even older people are losing their fear of using technology and making purchases online on a regular basis.

For that reason, online sales have been boosted like never before, and many more companies see affiliate marketing as an opportunity for collaboration and growth.

PART 2.

CPA NETWORKS



ELLA MAK

Head of Affiliate management
at AdCombo

Pandemic has significantly affected customer behavior and led to quite paradoxical results. We have a major economic crisis, but the online market continues growing.

Our new reality is when online shopping can be the only convenient way to buy stuff and one of the fewer entertainment options left. The duality is also in the way people want to spend money now: after such a turbulent year, we realized the importance of savings for future stability, **but at the same time, we now give more value to the ability to treat ourselves here and now.**

So we expect our health and beauty offers to gain even larger demand in the next few years. Their average prices allow them to fit into the “affordable treat” category, and the booming healthy lifestyle trend keeps all sorts of traffic flowing in.

**WE HAVE A MAJOR ECONOMIC CRISIS,
BUT THE ONLINE MARKET CONTINUES
GROWING.**

While lots of people turned to a remote work format, they feel the urgent need to stay fit and put more effort into their daily self-care routine. It's the perfect time for improving one's diet, body detox, thorough skincare - these offers are gaining momentum at AdCombo.

Health issues start to worry even the most carefree of us, the popularity of natural and eco-friendly products is increasing rapidly, more customers are aware of good and bad ingredients in the stuff they buy. We're prepared - AdCombo's staple products are manufactured under strict control and all the necessary certification to make sure our advertising claims meet reality.



IRINA RAZVODOVA

Head of Zeydoo business development

SOME VERTICALS WILL LOSE THEIR POSITIONS, BUT ONLINE SUBSCRIPTION SERVICES WILL STAY ON TRACK AS LONG AS REGULAR LIFE DOES NOT QUITE RETURN TO NORMAL YET.

Due to the pandemic that strongly hit the world in 2020, the focus in the industry will continue to shift towards online entertainment, finance, and making money online.

Some verticals will lose their positions, but online subscription services will stay on track as long as regular life does not quite return to normal yet.

Many people got used to entertaining themselves and not leaving their homes, and this trend will remain with us for a long time, which is one of the main long-term impacts on affiliate marketing this year.



NILU YUSUPOVA

Head of BD & PR at TopOffers

The effects of the pandemic are diverse and not as straightforward as the affiliate community might have initially expected. The impact significantly depends on the niches the companies and networks were and still are focusing on.

For instance, some were forced to shift their priorities and marketing efforts to different verticals and campaigns in order to make the most of the current situation.

Focusing on multiple verticals, however, is the perfect choice for the companies to keep their heads above water during the COVID-19.

Naturally, extensive changes are inevitable in the post-COVID era. Marketing strategies, for that matter, will be vivid proofs of the affiliate marketing companies reprioritizing and customers modifying their behavior.

While all of us have witnessed the supply chain disruption caused by the pandemic, it is highly unlikely that it would last much longer. In a nutshell, it is all about adaptability and flexibility. Will affiliate marketing adapt? We have absolutely no doubt because it already has.

FOCUSING ON MULTIPLE VERTICALS, HOWEVER, IS THE PERFECT CHOICE FOR THE COMPANIES TO KEEP THEIR HEADS ABOVE WATER DURING THE COVID-19.



ELMIRA NIKIFOROVA

CMO at Leadbit

Affiliate marketers will pay more attention to verticals with online users' affection like gambling and dating. This trend we can see at this moment.



ROMAN MANUYLOV

CMO at Alfaleads

We believe that the pandemic will have a positive long-term impact on affiliate marketing. In the first half of the year, we saw many big brands abandon outdoor and TV advertising. With freed-up funds, the brands would want to invest in digital presence at the very least and in goal-oriented digital advertising at the most.

More and more companies will be engaging in this format because the old ways of advertising are no longer possible.

WITH FREED-UP FUNDS, THE BRANDS WOULD WANT TO INVEST IN DIGITAL PRESENCE AT THE VERY LEAST AND IN GOAL-ORIENTED DIGITAL ADVERTISING AT THE MOST.

The lockdown has brought up new sectors: food technology (for example, delivery services) and services motivated by the sharing economy. This is cheaper and more convenient for users as they need a single application with all the services aggregated in one place.

So, aggregator and promo code websites will continue their growth. The future lies with marketplaces, and the pandemic has only accelerated its advent.



ANTOINE MOREAU

Founder of Mobidea

Affiliates in the eCommerce sector can expect to see exponential growth, with online product sales experiencing greater demand than ever before.

In just a few short months, we've already made a jump of 4-5 years in terms of eCommerce adoption.

IN JUST A FEW SHORT MONTHS, WE'VE ALREADY MADE A JUMP OF 4-5 YEARS IN TERMS OF ECOMMERCE ADOPTION.

Lockdowns and social distancing measures imposed in countries around the world have been at the forefront of establishing a new trend that's set to continue long into the future. **One thing you can be sure of is that eCom is here to stay.**



JANE ZIM

Strategic Manager at iGamingCombo

AFTER A WHILE, A HABIT FORMS, AND IT'S HARDER AND HARDER NOW TO GO BACK TO OFFLINE ACTIVITIES, SO AFFILIATE MARKETING IS ACTUALLY ONE MARKETING FIELD THAT'S DESTINED TO STRIVE IN SUCH A CHALLENGING TIME.

The pandemic got us making lemonade out of very sour lemons. People lost jobs and have been looking for new/extra sources of income.

Therefore we see a dramatic increase in traffic volumes on crypto, gambling, or betting offers, and it's likely to remain so in the next couple of years.

We see a search increase in income schemes and gambling hacks and expect further 30-40% growth.

Secondly, it's been a year of lockdowns and isolation, so many of us eventually saved ourselves from boredom by playing video games or online shopping. After a while, a habit forms, and it's harder and harder now to go back to offline activities, so affiliate marketing is actually one marketing field that's destined to thrive in such a challenging time.



BART VERSTRAETEN

Business Development at Gotzha – Global Media Agency

So far, I haven't seen that much impact. Of course, people have a different daily schedule and less face to face contact, but on the whole, the sector seems to power through without much (negative) effect.

Revenues and volumes seem to be pretty steady, and there's not much cause for concern. Perhaps the people in our sector are more hurt by travel bans than many others due to higher levels of freedom and remote working than in most sectors.

People choose affiliate marketing partially due to the possibility of working from wherever. I do expect people will value trade shows, events, and parties even more after this cause the social aspect of those seems to be what people are missing most.

REVENUES AND VOLUMES SEEM TO BE
PRETTY STEADY, AND THERE'S NOT MUCH
CAUSE FOR CONCERN.

PART 3.

TOOLS & COMMUNITY



AMY CHEUNG

STMForum.com Senior Moderator

NUTRACEUTICALS, FOR EXAMPLE, ARE SELLING BETTER THAN EVER. THIS IS A TREND I'M PREDICTING WILL CONTINUE POST-COVID AS PEOPLE DEVELOP HEALTH AND DIET ROUTINES AND HABITS DURING COVID THAT BECOME PERMANENT CHANGES IN LIFESTYLE.

As unemployment rates increase, many people no longer believe in job security and are wanting to go into business for themselves. So products and services related to online money-making opportunities, business coaching, etc., are thriving and will continue to do so after the pandemic.

During the pandemic, many people were "forced" to care for their own hair and skin instead of going to salons/parlours, and many will continue to do it from home now that they know how to, even after Covid is over, because it's cheaper and more convenient. So haircare and skincare products should continue to sell well.

And of course, with covid cases at an all-time high, people have become more conscious of the importance of staying healthy and keeping their immunity strong. Many people are investing in products/services that can achieve these goals (or manage to be convincing). Nutraceuticals, for example, are selling better than ever. This is a trend I'm predicting will continue post-covid as people develop health and diet routines and habits during covid that become permanent changes in lifestyle.



ARTUR KACZMARCZYK

Head of Partnerships at Voluum

There is no doubt that the coronavirus pandemic has pushed our world towards technology. As a result, society has become even more digital. Since affiliate marketing is a part of the ever-growing digital ecosystem, I choose to look at the bright side.

When the pandemic unfolded, and first lockdowns were imposed, we observed huge spikes in traffic volumes and a much higher interest in affiliate marketing and making money from home.

Even though the boom is gone now, I believe that this was the beginning of a long-term upward trend. **People will change their lifestyles and habits - they will buy more things online, they will look for opportunities to work remotely and/or make some money on the side.** All that will bring more affiliates and more affiliate-driven sales.

WHEN THE PANDEMIC UNFOLDED, AND FIRST LOCKDOWNS WERE IMPOSED, WE OBSERVED HUGE SPIKES IN TRAFFIC VOLUMES AND A MUCH HIGHER INTEREST IN AFFILIATE MARKETING AND MAKING MONEY FROM HOME.

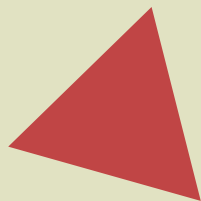


ALEX OMELIANOVYCH

CMO at AdPlexity

It can be safely said that the industry is booming. Even though Advertisers note a decrease in the ARPU in some niches like gambling, dating, etc., the drawdown is compensated by the global increase in the traffic amount since due to the global pandemic, many have to stay home.

Another fact, many offline entrepreneurs faced problems, and many are out of work. So they see the Affiliate Marketing industry as an island of stability and prosperity, where everyone can prove themselves without leaving home. This means that we can expect a newbie affiliates inflow next year and, accordingly, the growth of ad spend. Thus, Affiliate Marketing courses for newbies will be trending like never before.





AFFILIATE MARKETING TRENDS 2021

What trends will be big next year: will travel take its revenge; is eCom becoming a new digital habit; shall we expect policy restrictions; will push finally die, and how Asia is about to get even more attractive for affiliates.

PART 1.

INFLUENCERS



EMANUEL CINCA

Founder of Stacked Marketer

E-COMMERCE IS NOW A HABIT FOR MORE PEOPLE THAN EVER, SO THIS CAN BE VERY INTERESTING. IT WAS ALREADY A STRONG VERTICAL WITH A POSITIVE TREND, BUT THE PANDEMIC CERTAINLY ACCELERATED THIS.

Predicting trends is always the hardest because you never know when something drastic changes (like a pandemic in 2020).

As the COVID-19 vaccine sees some success and countries reopen more and more, **I think the travel vertical will become very interesting again.**

E-commerce is now a habit for more people than ever, so this can be very interesting. It was already a strong vertical with a positive trend, but the pandemic certainly accelerated this.

Last but not least, there might be an opportunity for financial offers. As I mentioned, the pandemic mostly had a negative effect, so things like "make money online" must be on the list of trends to watch in 2021. It's kind of evergreen, but this is probably the most interesting period for such offers.



LUKE KLING

Founder of affLIFT

I am optimistic that we're going to see more and more affiliates running high volume native traffic. **Push notifications are on a downward trend, and the replacement seems to be in-page push and native banners.**



I AMATTILA

Performance Marketer
at I Am Corporation, Inc.

As businesses begin to suffer and lose customers, they are going to turn to lead generation methods like advertising and promoting to replace the customers lost with new ones.

ONLINE SHOPPING WILL SURGE AS PEOPLE WILL REALIZE IT'S WAY MORE COMFORTABLE TO BUY THINGS ONLINE VS. WASTE TIME GOING TO A STORE ONLY TO DISCOVER THAT PRICES ARE WAY MORE IN-STORE AND THE SELECTION IS WAY LESS.

Ecommerce will continue to rise, especially in the sectors that service the needs of the masses, like deliveries. Online shopping will surge as people will realize it's way more comfortable to buy things online vs. waste time going to a store only to discover that prices are way more in-store and the selection is way less.

Affiliate marketers are going to see way more policy updates making it more difficult to run affiliate offers that will cause a shift through the 'adapt or die' strategy towards new ways to leverage their skills to come up with new ways to promote CPA offers.



SERVANDO SILVA

Affiliate marketer at Servandosilva.com

Dating for sure as people can go out more (hopefully) after winter. Other verticals that are going up are mobile content and eCommerce.

As for traffic sources, push is having a hard time, and it looks like other sources such as an in-page push or perhaps a new ad format will emerge if push ends up dying thanks to Google and other browsers.

AS FOR TRAFFIC SOURCES, PUSH IS HAVING A HARD TIME, AND IT LOOKS LIKE OTHER SOURCES SUCH AS AN IN-PAGE PUSH OR PERHAPS A NEW AD FORMAT WILL EMERGE IF PUSH ENDS UP DYING THANKS TO GOOGLE AND OTHER BROWSERS.



IAN FERNANDO

Digital Marketer at IANternet Media

With the pandemic, there are going to be a lot more people looking for ways to generate income, staying healthy, and get into relationships. These are the obvious 'evergreen 3s'.

I also believe eCom has sped up the evolution of online shopping. Affiliates can start pushing eCom products to generate immediate revenue in a 'MORE' buyers world. **The pandemic just made it more prominent that buying online is the way to go.** If you can push eCom products in the 3 greens, then you are definitely off to a great start.

WITH THE PANDEMIC, THERE ARE GOING TO BE A LOT MORE PEOPLE LOOKING FOR WAYS TO GENERATE INCOME, STAYING HEALTHY, AND GET INTO RELATIONSHIPS. THESE ARE THE OBVIOUS 'EVERGREEN 3S'.



MAOR BENAIM

Entrepreneur at The Wolf Marketing

In 2021, I think that creatives, technology, and brands are going to gain traction. Creatives are going to be a big thing since both in terms of the platform's policy and the relevance score you're going to get – you're going to need high-quality stuff to run, so I definitely see everything around creatives thrive and gaining traction – from agencies to video editors and software that's going to help do it easily.

Technology – stuff that's going to help us manage everything better – **from better CRMs, better workspaces, and most of all – working from home technology is going to be huge** and create a lot of freelance players that would enter the game.

CREATIVES ARE GOING TO BE A BIG THING SINCE BOTH IN TERMS OF THE PLATFORM'S POLICY AND THE RELEVANCE SCORE

Brands are going to gain a lot of traction because you're going to have to lose at the front end a lot of the time and create either a subscription model or any other type of model that would be based more on the LTV.



KSENIA KOSTINA

Owner of Leadgid & Webvörk

THE COMPETITION WILL GROW, REGULATION IN MANY COUNTRIES WILL BE MORE STRICT, AFFILIATE TEAMS AND EVEN AFFILIATE NETWORKS WILL BECOME MORE INTERNATIONAL DUE TO REMOTE WORKING POSSIBILITIES, ASIA AND AFRICA WILL CONTINUE TO DEVELOP AND BECOME MORE LOCALIZED.



VADIM KOREPOV

Founder
of Partnerkin.com
& Organizer of
Moscow Affiliate
Conference



IRINA KOVALENKO

Head
of Partnerkin.com

In the conditions of self-isolation, those niches which allowed people to interact with each other and consume products remotely began to develop rapidly. This trend will continue in 2021.

There will be more services that automate routine processes (account farming, auto-uploads, bulk content unqiqualization); more niche affiliate programs will appear; people will work with white niches and whitewash their income.

As for the platforms – despite stricter rules, Facebook will still remain a powerful tool for affiliate marketers. Lots of marketers began to consider TikTok as an alternative to Facebook. It is obvious that next year we will observe the growth of this social network; it is actively developing and opens more and more new opportunities for advertisers. In this regard, the popularity of TikTok may also grow among affiliate marketers.

**THERE WILL BE MORE SERVICES THAT
AUTOMATE ROUTINE PROCESSES
(ACCOUNT FARMING, AUTO-UPLOADS,
BULK CONTENT UNIQUALIZATION); MORE
NICHE AFFILIATE PROGRAMS WILL
APPEAR; PEOPLE WILL WORK WITH WHITE
NICHES AND WHITEWASH THEIR INCOME.**



KJ ROCKER

Director at 05 Media

A little hard to give secrets away, but as I have been saying in the past too, the biggest trend is Lead generation. That is a hot niche, and it will be going big in the coming year or two. Just like diet pills and crypto in the past, I can see more and more affiliates getting into lead generation and taking advantage of it.

**A LITTLE HARD TO GIVE SECRETS AWAY,
BUT AS I HAVE BEEN SAYING IN THE PAST
TOO, THE BIGGEST TREND IS LEAD
GENERATION.**

For example, Finance & Insurance are buzzing because of the current situation. Everyone is worried about their future and financial well being and they are taking all the necessary steps to secure their future. With that said, eCom will be another big niche; with all the businesses moving online and increased competition, it is impossible for businesses to grow without affiliates.



MARIANO CORDOBA

Media Buyer & Affiliate Marketer
at AcademiaBiz

I think that retail products (eCom offers) and online services will get stronger and stronger. Everything that has to do with buying food, groceries, digital entertainment, and those in relation to new hobbies that people can do at home.

I think dating offers will grow because many single people need to meet new people after several months of quarantine.

I think there will be a great opportunity with travel offers and other experiences if the vaccine achieves the desired success. Sweepstakes for these kinds of products will continue to work as well. Regarding traffic formats, I think video ads will grow significantly.

PART 2.

CPA NETWORKS



ELLA MAK

Head of Affiliate management
at AdCombo

Long-term partnership with the final clients and successful repeat sales, when both advertisers and affiliates are concentrated on improving product quality and customer support - this is one of the most important and progressive ways of future market development.

In addition to the client-focused model, there is also a tendency for deeper localization. In terms of traffic sources, native ones have great potential. **While FB ban politics are unstable and largely unpredictable, more affiliates look to diversify and expand their traffic options.**

Another big discovery of the year is TikTok with its simple integration, huge coverage, and tasty traffic prices. The platform is truly unique and cannot be ignored if you wanna be on top next year.

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PRICES.**



IRINA RAZVODOVA

Head of Zeydoo business development

WHAT IS ALSO IMPORTANT, A LOT OF PEOPLE, UNFORTUNATELY, LOST THEIR JOBS, AND AS A RESULT, FINANCE OFFERS LIKE LOANS AND CREDIT CARDS HAVE CLIMBED POSITIONS.

At the beginning of the pandemic, interest in online delivery, streaming, books, education, and fitness increased hugely. Desktop games, iGaming, and betting as a way of entertaining yourself and trying your luck during the difficult times firmly established positions at the top as well. These niches will definitely remain popular for quite a long period of time.

What is also important, a lot of people, unfortunately, lost their jobs, and as a result, finance offers like loans and credit cards have climbed positions.

With political intrigue, the stock exchange rose somewhat back to normal, and there was an increase in blockchain (bitcoin went back to 18k\$ from 5k\$). This refreshed people's interest in crypto. Users are more likely to get involved because they believe they can make money there.



NILU YUSUPOVA

Head of BD & PR at TopOffers

Naturally, the pandemic contributes to shaping future affiliate marketing trends that will significantly transform the affiliate marketing landscape as we know it. SEO and content-based affiliate marketing are likely to gain traction due to the recent general drop in organic traffic, conversions, and searches.

Since the essential goods associated with the COVID-19 outbreak made it to the top, it is not surprising that the focus of affiliate marketers is likely to shift to the improvement of the websites, adjustments of SEO strategies, and creation of more relevant and engaging content.

INFLUENCER MARKETING IS LIKELY TO BECOME ONE OF THE BIGGEST AFFILIATE MARKETING TRENDS IN 2021, ESPECIALLY ITS MICRO VERSION.

Influencer marketing is likely to become one of the biggest affiliate marketing trends in 2021, especially its micro version. In other words, it is going to become an alternative to traditional social media marketing. The micro-influencers will probably leave the well-known social media giants and move to platforms that allow a more unruffled expression, like TikTok, for example.

Subscription-based services and products is a trend we can already witness today. With more time on their hands, customers tend to treat their comfort and freedom of choice with even more caution. While customer retention has always been one of the essential goals for any business, customer nurturing is likely to attract much more deserved attention in 2021, when customers might consider unsubscribing every single month.



ELMIRA NIKIFOROVA

CMO at Leadbit

Gambling - promotion via apps and UAC as a traffic source. Nutra - Straight Sales, Trials.



ROMAN MANUYLOV

CMO at Alfaleads

People are tired of endless bans, and many teams are turning to more stable white-hat sources, even at the cost of losing in terms of ROI.

Today, new traffic sources are in demand; there are fewer stand-alone affiliates and more teams or collaborations. One of the most important trends is the utmost creativity in approaches. So to speak, we are going back to the roots of affiliate marketing, when thinking out of the box and keeping an open mind works wonders and creates new trends.

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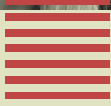
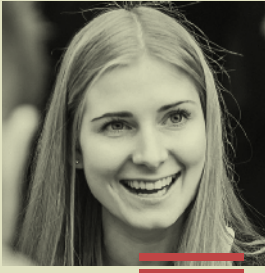


ANTOINE MOREAU

Founder of Mobidea

Coupons funnels will gain the most traction. Not only are they an efficient way to promote eCom, but they're also a goldmine for Nutra and fitness verticals, which have experienced much-renewed interest in recent months.

Also, make sure you don't overlook products related to promoting a virtual interaction with the user. eCoaching, eLearning, adult cams, and virtual reality are all a safe bet.



JANE ZIM

Strategic Manager at iGamingCombo

ALSO, WE WILL DEFINITELY WITNESS A FURTHER RISE OF MOBILE APPS AS A MAJOR SOURCE OF TRAFFIC AND AS A DRIVING FORCE FOR EMERGING NICHES.

With the popularity of Tik Tok and YouTube, the majority of promotions will use videos instead of illustrated text to gain attention.

Also, we will definitely witness a further rise of mobile apps as a major source of traffic and as a driving force for emerging niches.

Localization and distribution on local markets is a continuous trend. The apps that are now used in tier1 countries only, will be gaining popularity in tier3 GEOs, and more apps will be developed by major players for specific GEOs.



BART VERSTRAETEN

Business Development at Gotzha –
Global Media Agency

If I knew this for sure, then 2021 will be our best year ever, and we would see Fortune Telling offers on the rise again soon.

My expectation is that eCommerce, leadgen and other whitehat verticals will continue to grow, since many Facebook and Google pubs appear to be struggling to keep accounts live running Blackhat offers.

Lately, we've seen Nutra advertisers crossing over into Sweeps and eCommerce, and the other way around, experimenting with different products but sharing the same infrastructure.

Next to that, I expect to see companies going even more towards remote working and then meeting at a certain location once in a while, rather than renting an office and working from there all of the time.

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PART 3.

TOOLS & COMMUNITY



AMY CHEUNG

STMForum.com Senior Moderator

SMS marketing will see a huge increase in 2021. As much as 98% of SMS messages get read within 90 seconds of delivery, compared to 20% open rate for email.

As competition increases, more affiliate marketers will become more creative in setting themselves apart from the competition. For example, I'm seeing more affiliates and other marketers explore the use of chatbots to generate leads and close sales.

SMS MARKETING WILL SEE A HUGE INCREASE IN 2021. AS MUCH AS 98% OF SMS MESSAGES GET READ WITHIN 90 SECONDS OF DELIVERY, COMPARED TO 20% OPEN RATE FOR EMAIL.



ARTUR KACZMARCZYK

Head of Partnerships at Voluum

After a crazy 2020, it's not easy to mark directions, but my bets are:

1. Adaptation. We had to adapt to the new reality in 2020, and we'll need to do the same in 2021. Browsers tightening up their cookies' policy will definitely shake up many planning meetings.

Apple killing IDFA is also a big question mark to the whole mobile industry. And last but not least, no one really knows how and when and how fast the world will be coming back to the good old normal life. **The ability to adapt quickly will be crucial and will be winning in 2021.**

2. Integrations & optimizations. This buzzword is everywhere for quite some time, yet we're still far from the fully automated future. There are still so many elements to integrate and optimize in order to make the affiliate marketing experience better and easier for the user. This also includes potential mergers and acquisitions, and maybe a new star on the market?

3. Industry events. That's not really a trend, but with all that much time we had to spend at home, keeping the social distance, I expect that the comeback of the real events next year will be big and bold. We all miss them, don't we?

I EXPECT THAT THE COMEBACK OF THE REAL EVENTS NEXT YEAR WILL BE BIG AND BOLD.



ALEX OMELIANOVYCH

CMO at AdPlexity

If we talk about sources, then TikTok is by far shows the most active growth.

We expect FB moderations to get back to normal, but it is better to diversify your sources.

The number and effectiveness of video advertising have increased. This trend will continue in 2021.

Google and Native show stability. Despite the pessimism, Push traffic is still alive. Mobile campaigns are not in trend but still profitable, as well as the evergreen Adult niche.