

Affiliate Software and Shopping Carts

It is imperative to ensure that your affiliate software and your shopping cart integrate with one another. If they do not, your affiliate software cannot track sales and you won't know which commission belongs to each affiliate.

Some shopping carts have their own built in affiliate program and that may be a good solution for your business. This normally works if you just have one website for your affiliate program. An example affiliate program/shopping cart would be Amember, which could also be used as a membership site.

If you want your affiliate program to track sales from more than one website then a program such as IDev Affiliate may be more suitable. This software is capable on tracking from different sites and it saves your affiliates from having to use two different affiliate platforms for their links. Keep this option in mind if you have plans to expand your affiliate program in the near future.

If you already have a shopping cart in place, and don't want to change it, then finding a compatible affiliate program is key. If you are not sure ask their support team if the platform will work for you. Many programs will, but sometimes you will need to start adding snippets of code into your shopping cart. This may or may not be something you are comfortable with.

If you run your website on wordpress then you have several options for running an affiliate program with your shopping cart. Woo Commerce integrates with options such as the IDev platform. Then there is the WP E Store combinations of plugins. One for the actual store and another for the affiliate program.

If you don't have too many products at the moment you may want to look at programs such as Ejunkie or JV Zoo. This will depend upon your business model as well and who your target market is.

It is in your best interests to take your time and research both affiliate platforms and integrations with shopping carts. If you find an affiliate program that is perfect

for you, it may be worth changing your shopping cart if necessary. Rather make one change now and be happy with it, then regretting your decision in a few months.

Ensuring that your affiliate software and shopping cart work together flawlessly will provide a great experience for both your customers and your affiliates. Your affiliates will have the tools to refer new customers for you. In return they will receive regular commissions from you.