



Media Kit

## About WOW TRK

WOW TRK started in 2007 as a CPL affiliate network focusing on the UK and Australian markets due to a lack of competition. Over the years the network expanded and grew to cater to more than 13,000 active affiliates. As the platform grew WOW TRK became a resource for Affiliates learning about affiliate marketing through its blog, offer directory and online training guides.

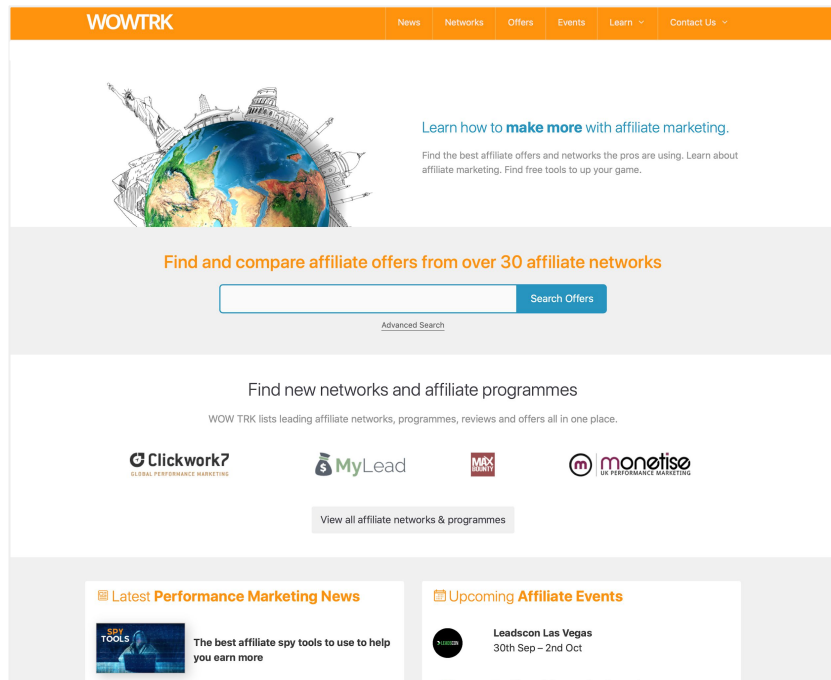
In 2020 we made the decision to move away from operating an affiliate network due to the amount of competition now in the space and focus on being a resource for affiliate marketers. The WOW TRK website already receives highly engaged relevant traffic organically thanks to its quality content.

WOW TRK now offers a way for users to discover new affiliate networks and programs. Users can easily compare rates across offers and find new offers to run with its unique Offer Engine. On top of this WOW TRK has a ton of other useful resources for affiliates including an Affiliate Events directory, Learning Center and a blog covering news & affiliate tips.

200+ Networks  
& Programs

20,000+ Offers  
in Offer Engine

Brand Trading  
10+ Years



## Affiliate Networks & Programs Directory

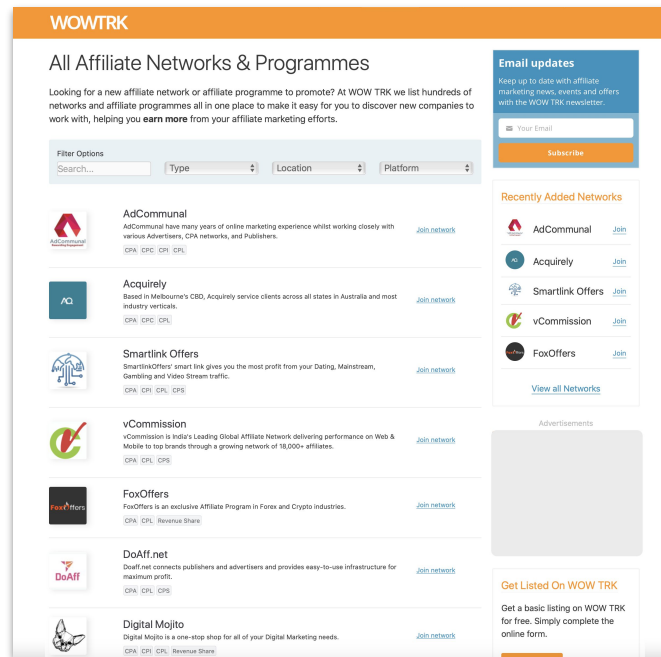
### 200+ PROGRAMS LISTED

Affiliate networks and programs can list their business for free\* within the WOW TRK Networks directory. Networks and programs get the opportunity to sell themselves by providing a detailed description about their service and can include additional information about their network for example what types of campaigns they run and what payment terms they offer affiliates.

Affiliates can quickly discover networks and programs by using the search box or the filter options. The filter options let them get really specific with the type of networks and programs they are looking for.

Networks and programs can further standard out in the directory from other programs by purchasing a featured listing or Ad space across the site.

Standard Listing: 5% Commission\*



\*A standard listing has no fixed fee, just a 5% lifetime commission on any affiliates referred to the program. A fixed fee alternative is available on request.

## Offer Engine

### 20,000+ OFFERS LISTED

The WOW TRK Offer Engine enables affiliates to discover offers across multiple affiliate programs and networks. The Offer Engine pulls data from programs APIs daily into its database.

Program categories are intelligently remapped to our universal categories, so affiliates can easily find offers by filtering down by the Sweepstakes category even if one network has placed them in a “Prize Draws” category and another has them in a “Competitions” category.

The Offer Engine is fully responsive working well across all devices, so affiliates can quickly compare rates and discover offers regardless of the device they are using.

Integration and Listing: **\$539 one-time fee for 2 years\*** (See full pricing [here](#))

WOWTRK

Offer Engine

The WOW TRK Offer Engine includes more than 5,000 offers across 30 networks and programmes. Utilise the Offer Engine to discover the next hot new affiliate programme or compare the rates of the same programme across multiple networks.

Search by Keyword

Filter by Network

Filter by Country

Filter by Category

	Name	Payout	Countries	Preview	Last Updated
	UK – Win £1000 Asda voucher Network Punch	£1.00			November 14, 2020
	Vape Superstore Affiliate Future	10%			November 14, 2020
	Wet and Forget Affiliate Future	8%			November 14, 2020
	Kat Maconie Affiliate Future	10%			November 14, 2020
	Dermacare Direct Affiliate Future	5%			November 14, 2020
	Yousweeps – Win A Pamper Gift Basket CPL [US] Monetise	£1.5			November 14, 2020
	SweepsJunkie [US] Monetise	£0.9			November 14, 2020
	Spin 24/7 [AU] Monetise	£40			November 14, 2020
	Ready – 1 Month Free Trial CPA [UK] Monetise	£3.8			November 14, 2020
	LeoVegas – CPA [CA] Monetise	£96.5			November 14, 2020
	Rush – iPhone 12 (FR) (CC Submit) (Personal Approval) Adexico	\$32			November 14, 2020

\*Standard integration via API, XML or CSV. This is subject to us reviewing the API/XML/CSV before invoicing to assess the difficulty of integration.

## Website Stats

WOW TRK has been operating for over 10 years as a global affiliate network and has built up an established base of affiliates. Over 30,000 affiliates over the years applied to work with WOW TRK and more than 500 direct advertisers.

Now WOW TRK is establishing itself as the go-to resource for affiliate marketing. Covering networks, programs, offers, events and affiliate training. All this is completely free for affiliates to use.

The WOW TRK website receives the majority of its traffic organically from its blog and site content. It has a strong Moz Domain Authority of 38.

You can easily see how relevant our traffic is from how high we rank in search engines for relevant search terms. Don't just take our word for it, see for yourself on Google how high we rank for terms.

For example try searching "Australian affiliate networks", "Tesco affiliate programme", "PPV traffic" or "How do casino affiliate campaigns work". Just a few random keywords of the hundreds we rank highly for.

Domain  
Authority  
38

Ranking  
Keywords  
2,949

Inbound  
Links  
189,000+

Linking  
Domains  
1,800+

Social  
Followers  
6,000+

Visitor  
Countries  
90+

Information from Moz, Ubersuggest and Matomo.  
Data collected in November 2020.

## Site Demographics

WOW TRK was a global affiliate network with traffic from more than 90 countries, we expect that to only grow over the next year with the changes to the WOW TRK website.

As you can see from the demographics to the right, in terms of existing traffic, the majority of our traffic comes from Asia and Europe. Specifically though, two key countries for us at WOW TRK were the UK and Australian markets so we have a strong audience already in these markets.

In terms of language our visitors speak, 77% of them have their browser language set to English.

With how well our new service works across devices we expect usage from phone and tablet to increase drastically over time.

All these stats are before the launch of the new WOW TRK service, once we have collected enough data we will update the Media Kit to provide further stats and insights specific to the new site.

CONTINENT	
Asia	51%
Europe	27%
North America	15%
Rest of the World	7%

DEVICE	
Desktop	88%
Phone	11%
Tablet	1%

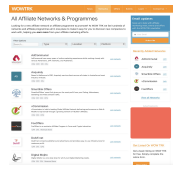
Information from Matomo.  
Data collected in November 2020.

## Advertising Opportunities



### Featured Network

Your listing will be above all standard listings in the directory. Shown with a Featured label. Max 3 featured networks.



### Sidebar Ad

An ad in the sidebar that appears on the Networks directory including individual network pages, blog, individual event pages and even more places. Max rotation with 2 other ads.



### Footer Ad

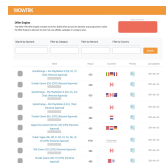
An ad that appears in the footer of every page of the site across desktop and mobile (size varies depending on device). Max rotation with 2 other ads.



### Homepage Feature

Your brand logo featured on the Homepage linking directly to your network listing. Max featured with up to 4 other logos.

These are available in addition to a Network Listing & Offer Integration.



### Offer Engine Ad

A 270x70 ad shown at the top of the Offer Engine. This ad is also shown on individual Offer landing pages (but further down the page). Max rotation with 2 other ad.



### Blog Posts Ad

A 300x250 ad shown on most blog posts. This is shown in between the content of posts. Max rotation with 2 other ads.



### Featured Offers

Some of your Offers shown above all standard Offer listings on the Offer Engine, for relevant search queries. Shown with a Featured label.



### Newsletter Inclusion

Information about your network or program including logo within the newsletter content. The featured network section will always be within the content.

## Advertising Packages

You can have a basic network listing on WOW TRK for just a 5% referral commission. Integrate your offers with the Offer Engine for just \$539 for 2 years\*.

You can also purchase advertising space across the WOW TRK platform. Save on these advertising opportunities by purchasing one of the advertising packages below.

20% discount on ad packages purchased for 6 months.

**Base**  
**\$239** / mo

**PLAN INCLUDES:**

- Sidebar Ad
- Blog Posts Ad
- Monthly Social Media Share

**Plus**  
**\$389** / mo

Popular

**PLAN INCLUDES:**

- Homepage Feature
- Monthly Newsletter Inclusion
- Footer Ad
- + Everything in Base Plan

**Premium**  
**\$689** / mo

**PLAN INCLUDES:**

- Featured Network Listing
- Featured Offers (x4)
- Offer Engine Banner Ad
- + Everything in Plus Plan

**Custom Plan**

**PLAN INCLUDES:**

Talk to us today to discuss a custom advertising plan for your specific requirements.

\*The Offer Engine 2-year price is subject to reviewing the difficulty of integration.



## Brands we worked with at WOW TRK

WOW TRK was an established affiliate network for over 10 years and was trusted by some of the largest brands in the world to manage marketing campaigns for them. In our time as an affiliate network we generated thousands of sales for brands.

**Booking.com**

**GROUPON<sup>®</sup>**

***Ladbrokes plc***

**MARLEY SPOON**


## Contact Information



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