About PC Speed Up:

PC Speed Up is a complete PC optimization software designed to improve computers speed and stability. The software was launched in 2009 by Speed Checker, a UK based company specializes in internet speed testing, network monitoring and PC optimization. Since the launch in 2009 the product has been downloaded millions of times and has been used by customers all around the world.

The Challenge:

PC Speed Up software is translated to more than 20 languages and the company needed a solution to help them grow their traditional affiliate program by finding partners world wide to promote the software and help generate a long lasting revenue stream.

Challenges Creating the Affiliate Program

1. Recruiting – Digging through the online web to find suitable partners around the world is not only time consuming but also requires:
   - Understanding the business model of the prospect partners (to screen non relevant sites and keep the brand integrity)
   - Overcome the language and culture barriers (approaching a German website owner might be different than approaching similar Brazilian site)
   - Competitions – the vertical is highly competitive and we needed to find a way to persuade the prospect partners to start working with PC Speed Up instead of the competition.

2. Managing the Affiliate Program – PC Speed Up needed a solution to make sure they can work with the traditional affiliates in the long term and to minimize the time it consume to manage and retain the partners.

To over come the challenges A-MarketingSolutions was chosen to help with recruiting and managing the partners program. With years of experience in the affiliate marketing space, A-marketingsolutions, brought their experience and methodology to help built and grow a sustainable in house private affiliate program for PC Speed Up.

The Solution:

In the 3rd quarter of 2011, A-MarketingSolutions stepped in and took over PC Speed Up affiliate program. We initiate our 3 steps methodology (recruit, activate, retain and manage) and our believe in personal approach to recruit and manage the affiliates. The 3 steps methodology is recurring process (the recruit and management phases are on going and are done on a regular basis).

Since PC Speed Up is working in highly competitive vertical with large competitors (with extensive affiliate partner reach) we had to find a way to not only to find new partners, but also reach our competitors partners and persuade them to test our product (and keep them in our program).

Building and Managing the Affiliate Program

We initiate our 3 steps process from the start using 3rd party affiliate networks (such as Clickbank and Adcell) as well as building a private affiliate program:

- Recruit – due to the global nature of the business the initial recruit process was long but rewarding. After an extensive research we started recruiting relevant partners from around the world using our personal touch approach and the experience in the affiliate space. Our experience and understanding of how affiliate works helped us recruit affiliates we couldn't recruit otherwise.

- Activate – a crucial step in the affiliate management process (but often neglected) is activating new partners. When a partner start working with PC Speed Up (or any other new affiliate programs) he needs to setup his site or traffic sources. While we can help and push new partners to sign up to the program we can't run the setup for them. Activating the new partners ensure they start working with PC Speed Up and not just sign up to the program and forget about it.

- Retain and Manage – a major part of managing a stable and long lasting affiliate program is by retaining the affiliates we already recruit (this is also help reduce the costs of recruiting new affiliates). The retention process includes:

Benefits:

➢ We Played a significant role in expending PC Speed Up traditional Affiliate program.
➢ Creating a sustainable revenue stream.
➢ Keeping the affiliates loyal to PC Speed Up.

☐ Personal "Points of Touch" with affiliates – We are managing a personal and close relations with the partners making sure they are always satisfied. We also use our vast experience, not only in managing partners, but also as affiliates to provide guidance and tutoring to those who need it helping them scale.

☐ Refreshing creatives – To make sure PC Speed UP partners traffic will keep growing, we make sure to refresh the creatives every once in a while and reminding the partners to make changes as well.

☐ Staying updated – Affiliates abandon is a well known issue. To help minimize abandoned we keep a close look at the affiliates stats on a regular basis making sure we contact partners if we see negative changes so we can prevent abandoned before it happens.

A-Marketing
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◻ Semi Automatic Screening Process– we believe that managing a small but high quality affiliate program is much more productive and cost effective than running big unproductive programs. That's why we built a screening process to affiliates who wants to join PC Speed Up program. The screening process help us approve only relevant partners in a fast and efficient way and reduced the cost of affiliate management.

" Choosing Amit to run our affiliate program was the right decision for us. Amit is helping us building a stable affiliate program. The fact that we can trust him to manage our affiliate program help us focus on other tasks so we can keep on growing as a company. His experience, dedication and motivation is exactly what we were looking for. " Janusz Jezowicz,
Founder and Owner of
Speed Checker LTD