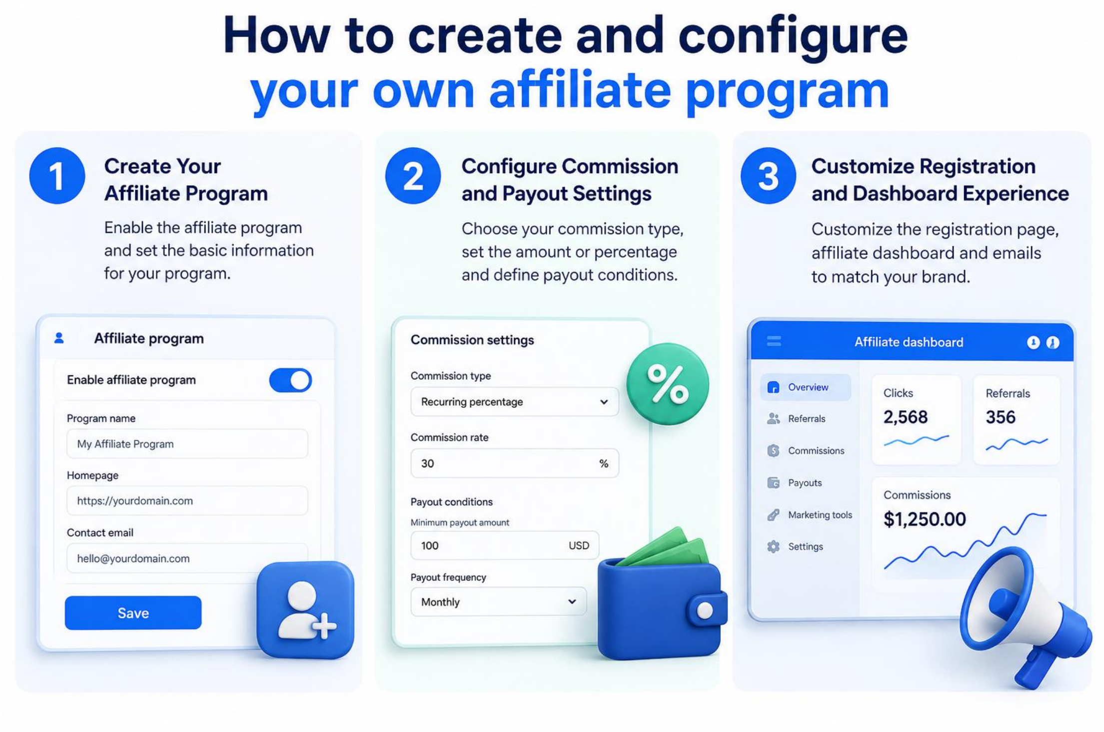
# How to Create and Configure Your Own Affiliate Program

## Introduction

Creating your own affiliate program is one of the most effective ways to grow your sales without paying for advertising upfront. Instead of spending money before seeing results, you reward partners only when they help you generate real sales.

With [Systeme.io](Systeme.io), you can configure an affiliate program for your own offers, choose how much commission affiliates receive, define payout rules and let other people promote your products.

This guide explains the main settings you need to understand before launching your affiliate program.




## Quick Explanation

An affiliate program allows other people to promote your product using their own tracking links. When someone buys through one of those links, the affiliate earns a commission.

You decide the commission percentage, the minimum payout amount, the payout delay and whether second-tier commissions are available.

**In short:**

- You create or prepare an offer.
- You configure your affiliate program settings.
- Affiliates promote your product with their links.
- Sales are tracked automatically.
- Commissions are calculated according to your rules.

# Why Create an Affiliate Program?

Affiliate marketing is powerful because it lets you build a network of promoters who can recommend your offers to their own audiences. These promoters may be bloggers, YouTubers, email marketers, influencers, customers or business partners.

Instead of doing all the promotion yourself, you allow others to help you reach more people. In return, they receive a percentage of each sale they generate.

A well-configured affiliate program can help you:

- Increase sales without paying upfront for ads.
- Reach new audiences faster.
- Motivate partners to promote your products.
- Track who generated each sale.
- Reward affiliates automatically based on clear rules.

# Before You Begin

Before setting up your affiliate program, make sure your sales process is ready. Affiliates should send visitors to a page that clearly explains your offer and makes it easy to buy.

You should already have:

- A product or offer to promote.
- A sales funnel or checkout process.
- An order form or payment page.
- A clear commission strategy.
- A refund policy that matches your payout delay.

If your offer is not ready yet, it is better to finish your sales funnel first, then activate affiliate promotion once the buying process is clear.

## Main Affiliate Program Settings

Your affiliate program settings define how commissions work. These settings are important because they determine how attractive your program is for affiliates and how profitable it remains for your business.

The main settings usually include:

- Default commission percentage.
- Minimum payout amount.
- Second-tier affiliate commissions.
- Default payout delay.
- Commission settings for individual order forms.

**Important:**

Choose your affiliate settings carefully. A commission that is too low may not motivate affiliates, while a commission that is too high may reduce your profit margin too much.

## Default Commission Percentage

The default commission percentage is the share of each sale that you agree to pay to your affiliates.

For example, if your product sells for $100 and you set a 40% commission, the affiliate earns $40 for each eligible sale they generate.

This setting should be attractive enough to encourage promotion, but it must also leave enough margin for your business expenses, taxes, refunds and future growth.

## Minimum Payout Amount

The minimum payout amount determines how much commission an affiliate must accumulate before becoming eligible to receive a payment.

For example, if you set a minimum payout of **$50**, affiliates will receive their payment only after their approved commissions reach at least that amount.

Setting a reasonable payout threshold helps reduce the number of very small transactions while simplifying your accounting process.

## Second-Tier Affiliate Commissions

Some affiliate programs also reward affiliates who introduce new affiliates to the program. This is commonly known as a second-tier commission.

When enabled, the original affiliate earns a small percentage whenever one of the affiliates they referred generates an eligible sale.

This feature encourages affiliates not only to promote your products but also to grow your affiliate network.

## Choosing a Payout Delay

A payout delay specifies how long commissions remain pending before they become payable. Many businesses use this delay to ensure the refund period has expired before paying affiliates.

For example, if your products include a 30-day money-back guarantee, you may choose to set a 30-day payout delay so that commissions are paid only after the refund period has ended.

**Recommendation**

Your payout delay should always be consistent with your refund policy to avoid paying commissions on refunded orders.

## Customize Commission Settings for Individual Products

Although your default affiliate settings apply to your account, you may decide to use different commission rates for specific products or services.

For example, premium products with larger profit margins can offer higher commissions, while lower-priced products may require smaller percentages to remain profitable.

Reviewing each product individually allows you to create an affiliate program that is both attractive for partners and sustainable for your business.

## Best Practices

- Choose commission rates that motivate affiliates while protecting your profit margin.
- Set a realistic minimum payout amount.
- Match your payout delay to your refund policy.
- Review your affiliate settings regularly as your business grows.
- Provide affiliates with marketing materials to help them succeed.
- Keep your affiliate program rules clear and transparent.

## Frequently Asked Questions

### Do I need an affiliate program for every product?

No. You can choose which products or services you want affiliates to promote and configure different commission settings when needed.

### Can I change my commission percentage later?

Yes. Most affiliate platforms allow you to update your commission settings whenever your business strategy changes.

### What is a good commission percentage?

There is no universal value. Digital products often offer higher percentages than physical products because operating costs are generally lower.

### Should I activate second-tier commissions?

Second-tier commissions are optional. They can encourage affiliates to recruit additional partners, helping your affiliate program grow more quickly.

## Related Resources

- How the Systeme.io Affiliate Program Works
- How to Send Your Affiliates Their Affiliate Links
- How to Add a Tag to Your Affiliate Link
- Understanding Affiliate Link Tracking

To learn more about creating funnels, selling digital products and managing your affiliate program, visit Systeme.io.

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