



LESSON 4.

QUALITY CONTROL AND REPORTING

Hello everyone! In this lesson, we will cover one of the most underrated yet critical aspects of affiliate marketing — how to build a system of quality control and reporting within your team.

If previous topics dealt with finding, onboarding, and motivating affiliates, today we will focus on how to avoid losing money **and growth due to falling standards or ineffective affiliate performance.**

Only concrete approaches: what exactly to measure, how to interpret data, which metrics to use, and how to build management logic based on them.

Why Quality Control Is Everything

Every affiliate team is an investment where each member must deliver measurable results.



Without ongoing monitoring, it's easy to fall into the trap of “busy work”: some create an illusion of activity, but there's no real growth.

What does this look like in practice?

One affiliate registers hundreds of users, but none deposits; another posts impressive reports but fails to close deals.

The task is to eliminate the illusion of effectiveness and rely only on facts.

Building the Foundation: What Data to Collect

Everything starts with a clear data collection system.

The minimum you must track for each affiliate:

1. Number of new registrations via referral link (over a period — usually a week or month).
2. Amount of deposits made by new users (in \$, exact values, not percentages).
3. Number of active traders who made at least one trade during the period.

4. Total turnover (volume) generated by referred users (in \$).
5. Amount of commissions earned from referred users (in \$).
6. Number of repeated deposits (retention).

These six metrics form the basis of any affiliate report. Record them in Excel or via a dashboard system (for example, EVEDEX provides real-time stats per affiliate).

Explaining Each Metric and Its Purpose

Number of registrations.

Indicates funnel breadth. If an affiliate brings few registrations, they likely have weak sources or poor audience engagement.

Deposit amount.

The most honest metric of traffic quality. Users registering without depositing means either irrelevant traffic or motivation unrelated to the product (e.g., contests with no trading interest).

**Active traders.**

Shows real user actions beyond just clicks. This number is always lower than registrations and indicates how many truly engaged with the product.

Turnover (volume).

Important for percentage-commission exchanges — it gauges affiliate profitability. Higher turnover benefits all parties.

Commissions.

The endpoint metric — how much you actually earned from the affiliate's work. Sometimes fewer but more active users generate more commissions.

Retention (repeat deposits).

Shows if affiliates can not only attract but also keep users. Returning users increasing deposits is a clear quality signal.

Setting Standards and Target Values

Counting numbers alone is pointless — you need benchmarks to compare against.

Example standards:

1. **Minimum 50 registrations per month** — below this, work is ineffective.
2. Deposit rate **at least 20%** of registrations.
3. **Average deposit** per user at least \$100 (depends on offer and country).
4. **Active traders at least 50%** of those who deposited.
5. **Total turnover** no less than \$10,000 monthly per affiliate for reasonable payouts.
6. **Commissions** are negotiated individually but usually minimum \$200–300 monthly for the top 10% of affiliates.

These standards are industry-tested and used by major programs. **The key is to compare results against these thresholds.**

Consistently underperforming affiliates require review and discussion.

How to Interpret Data and React

If an affiliate shows 200 registrations but only 10 deposits, that's a red flag — either fraud or promotion on irrelevant sources.



The goal isn't to scold but to investigate:

1. Where was the advertising placed?
2. What creatives were used?
3. What failed?

Similarly, if registrations are low but deposits high, reconsider the scaling strategy — **increase budget or assist with content.**

Regularly review metrics with each affiliate: hold weekly brief meetings or chats analyzing these six points.

Everything must be transparent: if the affiliate can't explain performance drops, they lack an improvement plan.

Reporting: What and How to Show

Reporting isn't bureaucracy but a growth tool. Reports should be simple and clear.

Recommended report structure:

- **Part one** — summary table of all metrics for the week/month (with actual numbers).
- **Part two** — commentary on trends: what improved, what declined, why.
- **Part three** — action plan for the next period: which metrics to improve, what to test, what strategies to change.

For example, *if turnover fell \$3,000 and registrations dropped by 15, analyze traffic sources and quality.*

If commissions rose but retention fell, investigate why users stopped returning.

Implementing a Quality Control System

It starts with discipline:

1. Record data on the same schedule,
2. Use uniform report templates,
3. Focus on discussing reasons and hypotheses, not excuses.

When one affiliate demonstrates stable results, their approach can be scaled team-wide. Underperformers should be offered joint analysis and support instead of penalties.

Very important:

the entire team should know the standards and how they are calculated. Create a shared Google Doc with all metrics and targets so no one can blame their ignorance.

Automating and Simplifying Control

Nearly all platforms today (EVEDEX, Admitad, Leadbit) offer ready dashboards. But for small teams or startups, Google Sheets or Airtable suffice — consistency is key.

It's crucial not just to collect data but to turn it into action:

1. Perform a monthly team-wide review,
2. Compare affiliates against each other,
3. Analyze success and failure cases.



Automation saves time but doesn't replace human contact and regular meetings.

SUMMARY

Quality control and reporting aren't punishments but your main levers for growth.

Only through numbers, regular reports, and honest feedback can you scale revenue and identify top sources. Constant metric reviews help catch mistakes early, avoid budget waste, and build a truly professional team.

In this lesson you learned:

1. What data to collect per affiliate,
2. How to interpret metrics,
3. How to set standards and build a transparent reporting system.

This gives you not just control but real tools to grow and increase your whole team's income.