

# SAMSUNG Baltic Affiliate Program Performance Report

Period: Previous Week (Excluding Upsellit)

## Executive Summary

The Baltic region demonstrates remarkable year-over-year growth across all markets, with Lithuania leading in absolute revenue while Estonia shows the highest growth rate. Despite significantly lower commission rates, increased sales volumes have driven substantial revenue improvements.

## Market Performance Overview

### Revenue & Growth Metrics

Country	Revenue (K)	YoY Growth	Units	YoY Growth	Comm. Rate	YoY Change
Lithuania	39.1	+106.6%	100	+203.0%	3.0%	-50.0%
Latvia	24.1	+47.8%	71	+82.1%	3.0%	-49.6%
Estonia	22.4	+143.7%	51	+168.4%	1.0%	-81.7%

### Weekly Performance Trends

Country	WoW Change
Latvia	+45.8%
Lithuania	-3.1%
Estonia	-34.1%

## Publisher Ecosystem

### Market Distribution

Lithuania maintains the most diverse publisher landscape with six active publishers, while Latvia and Estonia show more concentrated distribution patterns. Tangoo maintains leadership across all three markets.

### Key Publisher Insights

- **Market Leader:** Tangoo dominates performance across all Baltic states

- **Emerging Players:** Kaina24 shows notable presence in Lithuanian market
- **Channel Mix:** Combination of traditional affiliate websites and social media platforms, with Instagram presence noted in Lithuania

## Strategic Observations

### Growth Drivers

- Strong unit sales growth offsetting reduced commission rates
- Significant revenue spikes during promotional periods (notably late November)
- Successful market penetration across all three countries

### Areas of Attention

- Declining commission rates across all markets
- Varying weekly performance indicating potential market volatility
- Publisher concentration risk in Latvia and Estonia

## Recommendations

- Consider publisher diversification strategy for Latvia and Estonia
- Evaluate commission structure impact on long-term publisher relationships
- Analyze successful Lithuanian multi-publisher model for potential replication

This report indicates robust program health with significant growth potential, despite commission rate adjustments. The varied market responses suggest opportunities for optimization and standardization across the Baltic region.