

Samsung Affiliate Program Performance Report

Period: December 02-08, 2024

Executive Summary

The Baltic region demonstrates remarkable year-over-year growth in Samsung's affiliate program, with substantial increases in both revenue and transaction volumes. However, this growth is accompanied by significant decreases in commission rates across all markets.

Regional Performance

Revenue & Transactions

Country	Revenue	YoY Change	Transactions	YoY Change
Lithuania	€39.1K	+106.6%	100	+203.0%
Latvia	€24.1K	+47.8%	71	+82.1%
Estonia	€22.4K	+143.7%	51	+168.4%

Commission Structure

Country	Current Rate	YoY Change
Lithuania	3.0%	-50.0%
Latvia	3.0%	-49.6%
Estonia	1.0%	-81.7%

Publisher Analysis

Tangoo maintains dominant market position across all Baltic states:

Country	Tangoo Revenue
Lithuania	€27.4K
Estonia	€20.2K
Latvia	€18.3K

Weekly Performance Trends

The current week shows varied performance across markets: - **Strong Growth:** Latvia (+45.8% WoW) - **Slight Decline:** Lithuania (-3.1% WoW) - **Significant Decrease:** Estonia (-34.1% WoW)

Key Observations

Strengths

- Exceptional YoY growth in transaction volumes
- Strong revenue performance across all markets
- Consistent leadership from Tangoo in all regions

Challenges

- Substantial decline in commission rates
- Inconsistent week-over-week performance
- Variable market response to promotional activities

Seasonal Patterns

The data reveals distinct seasonal trends with notable peaks during: - Black Friday period (late November) - Holiday season promotional events

Recommendations

- **Commission Structure:** Review current commission rates to ensure competitive positioning
- **Publisher Diversity:** Explore opportunities to diversify publisher base beyond Tangoo
- **Market-Specific Strategies:** Develop targeted approaches for each Baltic market based on performance patterns

Looking Forward

While the program shows robust growth, attention should be paid to stabilizing commission structures and developing market-specific growth strategies to maintain positive momentum.