

Samsung Affiliate Program Performance Report

Period: December 02-08, 2024

Executive Summary

The affiliate program demonstrates robust year-over-year growth across all Baltic regions, with particularly strong performance in transaction volumes and revenue generation. However, this growth is partially offset by significant decreases in commission rates across all territories.

Regional Performance Analysis

Market Overview

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 Changes

The program has experienced substantial commission rate reductions:

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

Publisher Performance

Tangoo Dominance

Tangoo maintains its position as the leading publisher across all markets:

Country	Revenue (€)	Growth Rate
Lithuania	27.4K	+61.9%

Country	Revenue (€)	Growth Rate
Estonia	20.2K	+110.0%
Latvia	18.3K	+127.7%

Seasonal Patterns & Trends

Revenue Patterns

- **Peak Performance:** Significant revenue spikes during Black Friday period
- **Current Status:** Moderate performance levels compared to seasonal peaks
- **Monthly Trends:** Consistent cyclical patterns with strong November performance

Key Market Dynamics

The program shows robust health with strong growth indicators despite commission reductions: - Substantial transaction volume increases across all regions - Significant year-over-year revenue growth - Clear seasonal patterns with predictable peak periods

Recommendations

Short-term Focus Areas

- Monitor impact of reduced commission rates on publisher engagement
- Leverage Tango's successful strategies across other publishers
- Plan for upcoming seasonal peaks based on established patterns

Long-term Considerations

- Evaluate commission structure sustainability
- Develop strategies to maintain growth momentum
- Consider publisher diversification to reduce reliance on single performer

Conclusion

While the program shows remarkable growth in revenue and transactions, the significant reduction in commission rates warrants attention. The strong performance of Tango across all regions provides a blueprint for success that could be replicated with other publishers.