

Samsung Affiliate Program Performance Report

Previous Week Analysis (Excluding Upsellit)

Executive Summary

The Baltic region demonstrates remarkable year-over-year growth in both revenue and sales volume, despite significant reductions in commission rates. All three markets show strong performance indicators, with Lithuania leading in absolute revenue terms.

Regional Performance Breakdown

Country	Revenue (K)	YoY Change	Quantity	YoY Change	Comm. Rate	YoY Change
Lithuania	39.1	+106.6%	100.0	+203.0%	3.0%	-50.0%
Latvia	24.1	+47.8%	71.0	+82.1%	3.0%	-49.6%
Estonia	22.4	+143.7%	51.0	+168.4%	1.0%	-81.7%

Market Analysis

Lithuania Market The strongest performer in absolute terms, with revenue reaching 39.1K and exceptional growth in sales quantity (+203% YoY). The market maintains a 3% commission rate, though this represents a 50% decrease from the previous year.

Latvia Market Shows stable growth with 24.1K in revenue and 71 units sold. While the YoY revenue growth (+47.8%) is lower compared to other regions, it maintains healthy market dynamics with a 3% commission rate.

Estonia Market Demonstrates the highest YoY revenue growth (+143.7%) despite having the lowest commission rate (1%). The market shows strong potential with 51 units sold and a 168.4% increase in quantity.

Publisher Performance

Tangoo Leadership Tangoo maintains dominant position across all markets: * Lithuania: 27.4K revenue (+61.9% YoY) * Latvia: 18.3K revenue (+127.7% YoY) * Estonia: 20.2K revenue (+110% YoY)

Strategic Considerations

Strengths * Substantial YoY growth in sales volume across all markets * Strong revenue performance despite commission rate reductions * Consistent publisher leadership through Tangoo

Challenges * Significant decline in commission rates across all regions * Variable WoW performance metrics * Potential margin pressure due to lower commission structures

Recommendations

- Investigate the impact of reduced commission rates on publisher motivation and long-term sustainability
- Analyze successful promotional periods to optimize future campaign timing
- Consider market-specific strategies to address varying growth rates and performance patterns
- Evaluate the possibility of commission rate optimization to maintain publisher engagement while ensuring program profitability

Conclusion

While the program shows robust growth in key metrics, the substantial reduction in commission rates warrants careful monitoring of publisher relationships and program sustainability. The strong performance of Tangoo suggests opportunities for replicating successful strategies across other publishers.