

SAMSUNG Affiliate Program Performance Report

Baltic Region Analysis (Dec 2-8, 2024)

Executive Summary

This report analyzes Samsung's affiliate program performance across the Baltic states, highlighting significant revenue growth despite commission rate reductions. The data demonstrates robust market expansion with varying degrees of success across Latvia, Lithuania, and Estonia.

Regional Performance Metrics

Metric	Latvia	Lithuania	Estonia		-----	-----	-----	-----	Revenue	24.1K	39.1K	22.4K
	YoY Growth	+47.8%	+106.6%	+143.7%		Sales Quantity	71.0	100.0	51.0		Commission Rate	3.0%
	Commission Rate	3.0%	1.0%		Commission YoY Change	-49.6%	-50.0%	-81.7%		WoW Performance	+45.8%	-3.1%
	WoW Performance	+45.8%	-3.1%	-34.1%								

Publisher Ecosystem Analysis

Publisher Distribution

- **Latvia:** 37 active publishers, generating 18.3K revenue
- **Lithuania:** 63 active publishers, generating 27.4K revenue
- **Estonia:** 58 active publishers, generating 20.2K revenue

Key Publisher Insights

Tangoos maintains leadership position across all three markets, while new entrants like Kaina24 show promising performance. The publisher landscape includes diverse channels spanning traditional affiliate websites and social media platforms, particularly Instagram.

Market-Specific Performance

Lithuania

- Highest revenue generation at 39.1K
- Most diverse publisher network
- Slight decline in weekly performance (-3.1%)

Latvia

- Strong weekly growth (+45.8%)
- Consistent performance from established publishers
- Moderate publisher base with high efficiency

Estonia

- Highest YoY growth (+143.7%)
- Significant commission rate reduction
- Notable weekly decline (-34.1%)

Strategic Observations

Strengths

- Exceptional YoY revenue growth across all markets
- Strong publisher diversity in Lithuania
- Effective performance despite reduced commission rates

Areas for Attention

- Declining commission rates across all regions
- Weekly performance volatility, particularly in Estonia
- Opportunity for publisher base expansion in Latvia

Recommendations

Short-term Actions

- Investigate causes of Estonia's weekly performance decline
- Evaluate commission structure impact on publisher motivation
- Support new publisher onboarding in Latvia

Long-term Strategy

- Develop market-specific publisher acquisition strategies
- Consider commission rate optimization for sustainable growth
- Enhance support for high-performing publishers like Tango

*Report generated for Samsung Baltic Region Affiliate Program Performance Analysis Period:
December 2-8, 2024*