

Title: Gamestop's Transformation From an Affiliate Perspective

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Looking for a link to Zelda, Gamestop just dropped the price of BoTW to \$36.99, which is absolutely mindblowing. This title never sells with such a discount. Anyway, as somewhat of a lurker I must finally try shedding light on my perspective of this amazing company.

I have been an affiliate of Gamestop since 2006.

The earliest email I could recover was sent January 25, 2019 from the affiliate network letting me know that the commission rates have changed; the affiliate commission table has started to become updated. Perhaps these changes have started even earlier. Nonetheless, For the past couple years I have received dozens of these emails. Each update seemed to be bringing their rates into a more competitive position, giving me the indication that they are now in charge of the company, ready to directly compete against the big boy. This has been my own personal hype for the last year since the sneeze.

For those wondering, the rates have dropped significantly, offering very little to nothing for affiliates earning sales on current generation consoles. This simply makes sense. You get absolutely nothing for selling a gen9 console to someone. The higher rates apply to the preowned market and things like apparel, collectibles, and digital subscriptions. This simply makes sense. I have been so proud of the company's transformation the last couple years, watching from an affiliate's perspective.

Imagine, I am happy to see lower rates knowing that the company is transforming into a BEAST. Their current commission rates are dialed in and look APPROPRIATE-- very intelligently tiered. It has been an exciting thing to watch. Thank you Ryan Cohen!

TLDR: In the last two years, affiliate commission rates have been updated dozens of times allowing the company to become extremely competitive.