

# Preface



## ClickBank Marketplace SuperTips

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# Chapter 1. Introduction

Hi,

It's Harvey Segal of [SuperTips.com](http://SuperTips.com) here.

Thanks for downloading my book.

I'll assume you've heard of ClickBank of course.

They are the world's largest provider of digital products.

The ClickBank Marketplace is an organized directory of over 35,000 products supplied by vendors and listed in order of popularity across a number of categories. Here they can be searched by a potential audience of 100,000 affiliates looking for products to promote

So the purpose of this book is to show

- Affiliates: how to search for products and understand the Marketplace stats
- Vendors: how to submit to the Marketplace and achieve high rankings

And I'll be ending with a spin-off opportunity for you to take advantage of a little known ClickBank restriction.

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PS. If you want to know my credentials for writing a guide about ClickBank

- I own the [ClickBank Success Forum](#) with over 19,000 members.
- I own [The Complete Guide to ClickBank](#) , the only site devoted completely to ClickBank.
- I am the author of [three books](#) about ClickBank and numerous guides
- I have participated as an Advisory Board member in ClickBank's [European Client meetings](#).

# Chapter 2. Marketplace Explained

## 2.1 How the Marketplace is organized

Here is the [ClickBank Marketplace](#)

It is comprised of over 20 major categories (with over 200 sub categories) showing a listing for each vendor account together with stats and signup instructions.

The Marketplace listings are ranked by popularity, so you can see which are the in-demand items. Popularity is determined by a number of factors, the main being the amount of sales and the number of affiliates making sales over the last 8 weeks. Note therefore that a product at the low end may still turn out to be popular especially if it is new. More detail on this later.

The Marketplace is updated every night with new entries and delistings. If a product has not had a sale in 12 weeks it will fall out of the Marketplace (unless the vendor responds to a notification email) but will go back in on its next sale.

## 2.2 A Marketplace listing

Lets look at a sample listing

It contains

- Title and Description
- 5 stats

Here are the stats fields with example values in red

Avg \$/sale: \$29.70  
Initial \$/sale: \$24.30  
Avg %/sale: 68.0%  
Avg Rebill Total: \$23.20  
Avg \$/rebill: 70.0%  
Gravity: 234.19

The exact definitions are given [here](#) but a simplified version follows:

Note that figures are averages and takes into account refunds, chargebacks, and sales tax.

### The main fields:

Avg \$/sale: The total amount (\$29.70) an affiliate earns including rebills where applicable.

Initial \$/sale: The amount (\$24.30) an affiliate earns from the sale of a one-time purchase or the first sale of a recurring billing product.

Avg %/sale : The commission percentage (68%) given to an affiliate. It will be a fixed number unless the

vendor changes commission rate during the period.

Gravity: The number of DISTINCT affiliates who earned a commission. This is not the actual total but a weighted sum (234.19). The more recent the last referral, the more weighting is applied.

### **Fields relating to recurring billing:**

Avg Rebill Total: the average amount (\$23.20) an affiliate earns on rebills (excludes the initial sale).

Avg %/rebill: the average commission rate (70%) earned on rebills (excludes the initial sale).

## **2.3 What's missing ?**

There are two important fields which are not available

- conversion rate
- refund rate

We are not given the reasons, however we can guess that these figures could give an unfair bias. For example

- Just one affiliate sending thousands of untargetted hits would upset the true conversion figure
- Affiliates over-hyping a product could result in refunds

## **2.4 Ranking**

Products are ranked in order by their 'popularity'. The formula is not published but it is

- derived from the six fields shown in the listing
- based on affiliate sales only
- adjusted so that more recent sales activity is given greater weight.

## **2.5 Multiple products in an account**

An account can have up to 500 items though it is still allocated only one listing in the Marketplace. The figures for such a listing are therefore an aggregate of all the items. This means that unless you know it is a single product account you cannot make certain assumptions from the figures.

In particular you cannot calculate the refund rate (even apart from the fact that the commission rate or price may have changed) so if you see 3rd-party tools claiming to show the refund rate they cannot be accurate.

## Chapter 3. Affiliate Tips

If you are not a ClickBank affiliate sign up now, it's free. Click [here](#)

You will need to choose an id or 'nickname' and this will appear in your affiliate links so that you will gain credit for your sales.

### 3.1 How to search the Marketplace

#### 3.1a Keyword search

If you are looking for products relating to a specific topic or niche you can use the Keyword search which looks for matching terms in the Marketplace Title and Description fields (but NOT in the pitch page).

You can then use the advanced search facility to sort on any of the six fields in the Marketplace listing, in addition to the default (popularity), so that you can easily locate products which fit your particular need such as high gravity.

#### 3.1b Vendor search

There are 2 cases where you need to search on a vendor.

a) You have seen a sales page for a product and want to check out the Marketplace listing or join the affiliate program.

Here's how to determine the vendor (and the item number which you will need).

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Study the order link on the sales page (either by mouseover or Properties). It will have the format

```
http://item.vendor-id.pay.clickbank.net
```

If this information is not visible because the link is cloaked click through and look at the resultant URL in the browser. There you will see the Item number. And if you view the source you will find a comment line

```
-- vs: vendor-id --
```

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You now need to search for that vendor-id at the MarketPlace.

When you find it view the Pitch Page to confirm it matches the sales page.

To be certain find the Item id as before and check the two items match.

b) You have received commission for an item and you don't know what it is.

Go to your Transactions report and you will find the Item number and Vendor id.

Now do the same check as shown above. If the item numbers do not match it means a customer purchased another product from that vendor (different from the one in your hoplink). Sometimes this can be from an

upsell.

Note that if you cannot find the vendor in the Marketplace the possible reasons are:

- the vendor chooses not to post the product at the Marketplace because he does not want to use affiliates or (more likely) he wants affiliates to sign up through his own management system (such as [easyClickMate](#))
- the product slipped out of the Marketplace as it failed to record a sale in 12 weeks

### 3.2 Is the product worth promoting ?

Now that you have located the product look at the Marketplace data. Remember that it is based on the past 8 weeks of sales so new products might not rank high.

**Avg \$/sale and Avg %/sale** will give you a quick approximate idea of sale price and commission rate but you should really go to the actual sales page to get the current selling price and click on Create Hoplink to get the current commission rate. Always bear in mind that these figures are only reliable for a single product account. Note that any difference in Avg \$/sale and actual sale price **may** be due to refunds.

You might wish to choose products with a reasonable rate of commission, say 50%, to make your efforts worthwhile. Be aware that ClickBank deducts transaction fees from a sale: here is a [calculator](#)

The other important field is **gravity**.

Gravity as explained earlier is a weighted figure relating to the number of affiliates selling a product but not directly related to the number of sales.

We can say that

- high gravity means many affiliates and probably high sales
- low gravity means few affiliate but it could mean low or high sales.

So the main use of gravity is to measure the competition.

For some affiliates high gravity means less chance of selling due to the competition, others regard it as a sign that the product is a good seller. It's a matter of personal preference.

It's also important to note that high gravity may be due solely to a recent launch and may not be a genuine value.

### Other factors

After checking out the Marketplace stats there are various other factors you need to consider before deciding to promote, for example

- Visit the sales page of the product to confirm that the sales copy does a good job of selling the product.
- Sales page leaks. As an affiliate you want the visitor to read through the sales page and hit that order button with you getting credit for the sale. There are various ways that this will not happen.
- Check out the affiliate support. Note the vendor spotlight link.

Many of these factors are discussed in depth in the book

## [ClickBank Affiliate SuperTips](#)

along with issues such as

- Cloaking tools and techniques
- Promotion tips
- Testing and tracking
- and more.



### 3.3 A word about getting paid

Newcomers - you need to pay attention to this.

Getting credited with a sale does not mean you get paid.

The first reason (easily solved) is that you need to meet a payment threshold before you get paid. By default ClickBank sets this at \$100. So what you can do is lower it if you wish, you can go as low as \$10 but be aware that \$2.50 is deducted for each check payment to you.

But it's the second reason that is the **BIG** one.

Before getting paid you need to meet the Customer Distribution Requirement.

You can read the full detail in ClickBank's [Accounting Policy](#) but here is the essential bit

*ClickBank will withhold payment of any account balance until the following criteria is met:*

*\* A minimum of 5 sales and*

*\* Sales made with two different payment methods (e.g. Visa, MasterCard, PayPal etc).*

What this means is - at the very best - you are going to NEED FIVE SALES BEFORE YOU GET PAID.

Feeling frustrated ?

Well it get's worse.

Let me tell you about 'dormant' accounts.

*Accounts with a positive balance but no earnings for an extended period of time are considered dormant. Dormant accounts are subject to a charge of \$1 per pay period after 90 days of inactivity, \$5 per pay period after 180 days of inactivity, and \$50 per pay period after 365 days of inactivity.*

So you could hit lucky on your first day as an affiliate, earn a big commission (the maximum possible is \$100) then wait and wait for at least 4 more sales before you can get hold of your earnings. Meanwhile after 3 months of no sales deductions begin chipping away at your account.

Are you then surprised why newbies struggling to make sales become disillusioned and start to quit ?

Over 95% of ClickBank affiliates are INACTIVE.

(Figures vary but ClickBank has over 3 million affiliates of which only 100,000 are active).

The good news is that these restrictions can mean a great **opportunity** for you. We'll come back to this in the last chapter.

# Chapter 4. Vendor Tips

## 4.1 How to submit to the Marketplace

### a) Title and Description

The Marketplace is designed for affiliates as opposed to customers.

This means that your listing must be fine tuned to catch the attention of AFFILIATES.

How do you do this ?

Your Title and Description must be geared towards attracting affiliates (not buyers) and their content should contain the main keywords which affiliates will search for.

You can compare this to a Google Search where you want your website to appear on Page 1 or 2 of a search otherwise visitors might miss you, no matter how good your website is.

### b) Commission

The average commission rate is 55%, although the top sellers often offer a much higher rate e.g 70% or 75% (the maximum).

### c) Categories

You are allowed to choose up to two categories for your listing. Obviously you need to choose the best fit for your product for those who drill down to the sub categories instead of (or in addition) to a keyword search.

### d) Hoplink Target URL

This is the page to which affiliate links are directed. It appears in the Title link of the Marketplace listing. Normally it will be the sales page of the first product in your account.

## 4.2 How to get high rankings

Your position in the rankings depends on your listing's 'popularity'. As explained in Chapter 2 popularity is determined by a number of factors but in general we can say that it depends on the amount of sales and the number of affiliates making sales over the last 8 weeks.

Once you do attain a high ranking position your visibility in the Marketplace might attract more affiliates and that will help sustain that position. So the secret is to get a **one-off boost** of affiliate sales. Here are a few ways:

1. Consider offering a high commission rate to JV partners with a large subscriber base.
2. Allow your subscriber list to purchase under their own affiliate id.
3. Attract affiliates by submitting your affiliate program to affiliate directories.
4. Open additional affiliate accounts and purchase your own product through them.

If your account has not had a valid sale in 12 weeks it will be delisted from the Marketplace unless you respond to a notification email.

Note: ClickBank have produced a useful guide [here](#) for attracting affiliates.

### **4.3 Multiple products or multiple accounts ?**

When you produce additional products you have a choice of

(a) Opening a new account

or

(b) Adding the product to the first account

The main advantages of (a) are

- each account has its own Marketplace listing
- you can specify a different commission rate on each account

The main advantages of (b) are

- no need to pay for an extra account
- simpler administration with one account

The main disadvantage of (b) is that you cannot provide an affiliate link to individual products unless you use an affiliate management program such as [easyClickMate](#)

Alternatively, if all the products are related and you are happy to feature them on one page then you can use that for the Hoplink Target URL in which case credit will be given to the affiliate for any product sold.

Many of these factors are discussed in depth in the book

[ClickBank Vendor SuperTips](#)

along with issues such as

- Cloaking tools and techniques
- Promotion tips
- Testing and tracking
- and more.



## Chapter 5. Recommended Products

Most affiliates have their own favourite niches and ways to check for the latest 'hot' products.

So I am just going to recommend one product to affiliate with.

Think of the nearly 3 million affiliates.

What possible product would be suitable for all of them ?

How about a book about the ClickBank Marketplace ?

This one.

But it's free you say.

That's right - but it contains affiliate links.

They can be yours.

You can have this book rebranded with your own links, however **forget** anything you might have heard about rebranding such as the need to copy, rebrand and upload the book to a website. This book is produced by the [Ultimate Rebrander](#) which means that all you need do is give out an affiliate link as you would for any ClickBank product. You don't need a website.

There are two options: Silver and Gold links

### 5.1 Silver link

This will cost you \$3 and when a reader purchases it you get commission (75%) on it.

Oh - big deal, you say.

Who on earth would be interested in such a tiny commission ?

I'll tell you.

How about the 95% of ClickBank affiliates who are INACTIVE. That's nearly 3 million.

They just need quick easy sales of something, anything - which need not even be their selected product niche - so that they can revive a dormant account or start to meet the Customer Distribution Requirement.

But I'm a newbie you may say, how do I promote this ?

Well that's why I am including in the package as part of your \$3 purchase a special Promotion Guide.

It's a huge resource of tips, advice and ideas for promoting this book.

What's more, you are welcome to use and adapt the information for any other of your affiliate programs.

So if you just want to make sales to stop your account going dormant or meet the Customer Distribution

Requirement (or if you can't afford the Gold link ) go for the Silver Link. Note that you can upgrade later.

## 5.2 Gold link

Now most of you will want something better.

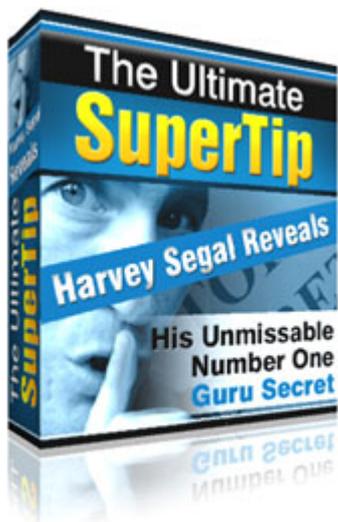
An experienced ClickBank marketer is not going to bother offering a free book just to get commission on \$3 sales.

Throughout this book you will see links to my sites and products such as

- My ebook [ClickBank Affiliate SuperTips](#)
- My [SuperTips](#) site

Now, all my sites and ebooks link to and cross reference each other.

Which means that someone reading my free ebook The Ultimate SuperTip for example can end up purchasing my recommended ad tracker AdTrackz or any other of the [SuperTips ClickBank Products](#).



That's how all my free books work.

Readers will (hopefully) like what I write, note the absence of hype, see that I am an authority on a topic and make a purchase.

so ...How would you like the Gold link which gives YOU commission on all these sales ?.

The commission on offer ?

A massive 70%

The cost ?

It's just a one-off payment - of \$27 !!

And so in ADDITION to what the Silver link gives you, you will get 70% of sales from the links to my products you have already seen in the book

Here they are again

- a) [ClickBank Affiliate SuperTips](#) and [ClickBank Vendor SuperTips](#)  
(note that about 60% of customers end up buying the full package)
- b) The [SuperTips ClickBank products](#) (35+ and growing)
- c) My main site [SuperTips](#)
- d) [The Complete Guide to ClickBank](#) and my [three ClickBank books](#)
- e) [The Ultimate Rebrander](#)

And I'm also throwing in the links to the ClickBank sign-up in Chapter 3 (which means ClickBank will pay you when any of your sign-ups become a ClickBank vendor) and the link to the Marketplace in Chapter 2 which means ClickBank will pay you commission on any of the 30,000+ products there.

Plus , for now, I'm also throwing in this superb list building ebook. Full details coming up in the package description section.



**And now the best bit . . .**

When your visitor downloads this book and decides to purchase the Gold link (not a difficult decision) I'm going to give you the commission. The **MAXIMUM** that ClickBank allows

You'll get 50% **75% of their \$27 payment !!**



## 5.3 Get your link now

An easy decision:

- \* You are offering a book that every ClickBank affiliate and vendor needs
- \* A book which has a powerful inducement to ANY level of marketer on account of the Gold link option
- \* A book which is free, a quick read, and does not demand a sign-up - which is a most powerful inducement to download.

Some other great benefits:

- \* All the links in the book are cloaked - you cannot be deprived of your commission by replacement of your ClickBank id
- \* The system provides tracking stats so you can check which of your promotional activities are getting the most or least hits and adapt accordingly
- \* The system continually gets upgraded so that it can achieve the best conversion rate. When I make these changes there's no need for you to do anything. Your customers will be taken to the latest, and most effective, version of the download site and the book.

Click here for the [Gold](#) link (\$27) where **there's something MORE I must tell you !**

Click here for the [Silver](#) link (\$3)

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YOURS - with either purchase . . .



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Thanks for reading

Your questions, comments, suggestions are welcomed.

[Harvey](#)