



lynda.com's Affiliate Program was launched due to high demand by supporters, members, and industry partners. The program searches for strong partners to promote lynda.com on their sites and blogs through text links and banner ads while earning commissions on sales made through these promotions. Accepted affiliates include those sites related to and covering technology, software, education, graphic design, photography, business, and other applicable topics.

## Challenge

Earlier experiences with affiliate management solutions did not offer lynda.com the capabilities needed to manage a large, successful affiliate program. Limited reporting features, higher cost, and system functionality restrictions did not adequately support brand or affiliate development. So while demand was high, lynda.com took the time to find a system that would sustain expanded partnerships in the affiliate industry and through online channel growth before it relaunched its program. lynda.com needed:

- control over their brand (affiliate banners, affiliate emails, affiliate login, affiliate reports, affiliate checks);
- a reasonable monthly fee vs. % of each sale to affiliate management company;
- a high level of customer support;
- ability for the program to run on a non-lynda.com website, but still maintain its brand;
- ability to have multiple offers for unique campaigns (such as special commission pricing for its course authors);
- ability to create custom and auto-generated reports.

## Solution

After analyzing various affiliate management options, lynda.com determined *DirectTrack* was a platform that would best meet its needs. *DirectTrack*, a unit of Digital River, Inc. is used by affiliate networks for delivery, processing, and reporting of ad impressions, clicks, leads, and sales. *DirectTrack* is used by merchants, agencies, and affiliates looking to run their own affiliate programs or start a network.



## Result

With *DirectTrack*, lynda.com now has increased marketing opportunities with its affiliate program. It can enable future cross promotions and extend campaign reach within its own network as well as *DirectTrack's* network of participating affiliates. This can all be done while keeping expenses low – lynda.com no longer pays a percentage of sale to the affiliate platform. With an accessible interface that is easy to navigate, multiple marketing efforts are now manageable at one time. Additionally, there are more touch points to communicate with affiliates via an internal email platform, making it easier to introduce new incentives and bonus programs. These features permit lynda.com to leverage and extend its brand while protecting it at the same time.

lynda.com also wanted a program with convenient communication and support features. By offering a customer service support team of dedicated account representatives and technical service staff, issues are quickly resolved. lynda.com operates under a white label for privacy and brand purposes whether that be affiliate banners, emails, logins, reports, or checks. This requires greater technical support. *DirectTrack's* team quickly and proficiently addresses questions and issues through a help desk ticket system. Security measures, including fraud protection, are also essential for affiliates to confidently build the lynda.com brand.

This partnership facilitates the growth of lynda.com's Affiliate Program. Partners will have greater accessibility to an interface that can be easily managed by one person, lynda.com will have the value of additional marketing opportunities, and both will appreciate flexible and accurate reporting and customer service support.