

247. THE ROLE OF AFFILIATE MARKETING IN MODERN INFORMATION TECHNOLOGIES AND E-COMMERCE

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This paper deals with affiliate marketing opportunities for e-business. It reveals the difference between traditional and affiliate marketing. Its benefits are cost-efficient and performance-driven results for any product. This paper highlights the trends of affiliate marketing.

“Affiliate marketing is a performance-based marketing model where individuals or businesses earn commissions for promoting products or services of advertisers” [1]. Its development is tightly connected with modern information technologies: tracking systems, attribution models, data analytics, and automated advertising platforms. As e-commerce ecosystems grow more complicated, affiliate marketing becomes an essential part of digital promoting, linking merchants, content creators, and consumers through technology-driven cooperation.

Classic marketing “... delivered through media such as television, radio, newspapers, and increasingly internet”, where costs are paid in advance of performance [2]. Its pros include strong brand awareness and emotional impact, but it often lacks precise attribution and may require huge budgets. Affiliate marketing, by contrast, is performance-driven and cost-efficient. Businesses pay only for measurable results, and digital tracking tools allow detailed analysis of user behavior. However, it also has some cons: dependence on third-party traffic sources, potential fraud risks, and the need for permanent monitoring of users’ quality. In terms of efficiency, affiliate marketing generally provides higher Return On Investment (ROI), which “... is a financial ratio that measures the profit generated by an investment relative to its cost” [3]. for fast financial goals, while classic marketing remains valuable for long-term brand building. The optimal strategy often combines both approaches to balance reach, trust, and measurable performance. **Ultimately, the final choice between these models depends on the specific stage of the product’s lifecycle and the general business objectives regarding market penetration**

Affiliate marketing plays a significant role in customer acquisition and revenue growth by allowing businesses to reach highly targeted audiences with minimal upfront costs. It supports flexible cooperation models, including: 1) Cost per Action (CPA) — payment for a specific user action such as registration or app install; 2) Cost per Lead (CPL) — payment for generating qualified leads; 3) Cost per Sale (CPS) — commission based on completed purchases, the most common model in e-commerce; 4) Revenue Share (RevShare) — commission model where affiliates earn a percentage of the ongoing revenue generated by the users they refer, rather than a one-time flat fee.

A typical example is an online fashion retailer partnering with bloggers and review websites. Affiliates create product-focused content, direct users to the retailer’s website, and receive a commission for each sale generated through their unique tracking links. This model increases brand visibility, reduces acquisition risks, and supports measurable ROI, making it a core component of modern e-commerce strategies.

Several trends shape the current form of affiliate marketing. Firstly, growth of new verticals such as finance, gaming, mobile apps, and subscription-based services, where high-value actions generate strong competition among affiliates. Secondly, shift toward human-created content, as audiences increasingly distrust AI-generated materials and prefer original reviews, personal recommendations, and influencer-driven storytelling. Thirdly, stricter regulations, including privacy rules, platform policies, and compliance requirements, which limit tracking capabilities and complicate traffic verification. Fourthly, challenge of acquiring high-quality traffic, as advertisers must discern real user interest from low-quality or motivated traffic sources. This requires use of “...advanced tracking and fraud prevention tools”, multi-touch attribution, and careful partner selection [4]. These trends highlight the need for technological innovation and transparent cooperation models to maintain sustainable growth in the affiliate ecosystem.

Affiliate marketing is a key component of modern information technologies and e-commerce, providing efficient customer acquisition, measurable performance, and scalable partnerships. Its integration is useful for fast financial results with low marketing budget.

References:

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