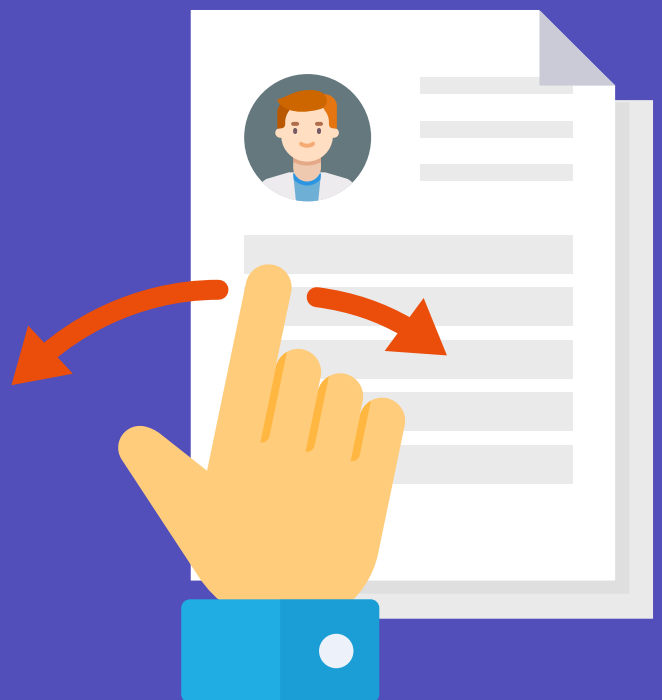


How to Evaluate a Prospective Partner

The Ultimate Cheat Sheet



HOW TO EVALUATE A PROSPECTIVE PARTNER

THE ULTIMATE CHEAT SHEET



So, you are choosing an affiliate partner, a comarketing partner or even a business partner. What parameters should you rely on more than your professional intuition? Website traffic data can help you evaluate a prospect more accurately. Here are the main metrics you need to check to make the optimal decision.

TOTAL TRAFFIC VOLUME AND TRAFFIC QUALITY

1

Visits: _____

Unique Visits: _____

For businesses like e-commerce, SaaS providers, and media outlets, overall website traffic can reflect their audience size

Pages per Visit: _____

Average Visit Duration: _____

Bounce Rate: _____

Website engagement metrics show the quality of visitor experience. These rates help you understand how active the chosen partners' audience is and determine whether the traffic quality is high enough

GEOGRAPHICAL MARKETS

3

Geo Distribution: most of the future partner's traffic comes from these countries and regions (%): _____

Reflect on whether these markets will be relevant for you

AUDIENCE OVERLAP

5

Percentage of Audience Overlap between your websites: _____

- **High** = You have already made contact with this audience
- **Low** = This audience doesn't know you yet

Consider if it is worth it in your case. Try checking several potential partners at once

TRENDS IN DEMAND

2

How has the number of Visits and Unique Visits changed in the past months?

- **Grew significantly** = This partnership could be beneficial as the candidate is in trend
- **Went down** = It's not the best time to start a partnership with them
- **Stayed more or less stable throughout the period** = Consider more factors before making the final decision

TRAFFIC ACQUISITION

4

Traffic Sources: _____

These are the key channels that bring traffic to your contact's website

Does your strategy match with that of the affiliate?

- **Yes** = This partner is likely to provide you with relevant traffic and, potentially, a high percentage of conversions
- **No** = Go through these questions once more with another candidate

THEIR PARTNERSHIPS

6

Top Destination Sites of your prospective partner:

These are the websites your business contact links to. Consider whether they could make relevant partners for you too

FILL IN THIS CHEAT SHEET FOR EACH CANDIDATE TO DETERMINE THE MOST PROMISING PROSPECTIVE PARTNER