

AFFILIATE PROGRAM MANAGEMENT

From Promotions to Partner Compliance: Powering iHerb's Global Affiliate Growth

By unifying operations across multiple networks, Aditiser streamlined day-to-day execution and strengthened iHerb's affiliate program's performance. Discover how we helped iHerb build a more consistent, compliant, and scalable global affiliate program.

AFFILIATE NETWORKS COVERED

Partnerize | impact | CJ | AWIN | Rakuten

THE CHALLENGE

iHerb's affiliate programs relied on hundreds of decisions being right

Managing iHerb's global affiliate program meant coordinating its promotions, commissions, partner approvals, compliance, and transactions across several networks. Even a small error could create revenue leakage, partner risk, or compliance issues.

Control risks across iHerb's affiliate program

As campaign details moved from iHerb's brief into affiliate networks, partner accounts, promotional placements, commission rules, and transaction records, the risk of inconsistencies increased. A single mismatch could lead to incorrect offers, conflicting rates, outdated promotions, or unnecessary commission costs.

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01 **Promotions had to remain accurate across every network**

Weekly, sitewide, and event-specific offers had to launch with the correct dates, markets, terms, and assets. Some networks required expired offers to be removed manually; outdated promotions could remain visible and create compliance risks.

02 **Partner approvals required judgment, not just a checklist**

Each application required a balanced review of legitimacy, brand fit, audience quality, content, and fraud risk. The reviewer had to consider the partner's business model, content quality, and potential contribution to the program.

03 **Commission rules required careful coordination**

Temporary, quarterly, country-specific, and partner-specific rates had to be configured with the correct dates, coverage, and priority. Rules also needed to return to standard terms without conflicting with another arrangement.

04 **Compliance risks were not always visible**

Trademark bidding, Rewards code misuse, and suspicious activity could appear across search engines, coupon sites, and other channels. Monitoring tools helped flag risks, but manual investigation and evidence gathering were still needed.

THE SOLUTION

Aditiser oversaw the program from initial setup through ongoing management

Aditiser provided operational support with accuracy and efficiency across the affiliate lifecycle, connecting iHerb's program requirements with day-to-day execution across its affiliate networks.

SERVICE SCOPE

Promotion and asset coordination

Weekly and event-specific deal setup, country restrictions, promotional terms, disclaimers, creative uploads, language organization, and expired-offer cleanup.

Commission and partner reviews

Commission rule setup, priority and conflict checks, application reviews, partner classification, and commission rate assignment based on program criteria.

Compliance and fraud protection

BrandVerity monitoring, trademark and coupon reviews, Rewards code investigations, evidence collection, partner warnings, and escalation.

Support and issues resolution

Zendesk support, application inquiries, partner recruitment, missing-transaction reviews, attribution validation, and commission checks.

LAUNCH

Set up affiliate activity across every network

Aditiser translated each commercial brief into a coordinated affiliate launch, covering promotions, market restrictions, creative assets, campaign terms, commission rules, pre-launch checks, live verification, and post-campaign cleanup.

MANAGE

Review partners and maintain quality

Aditiser reviewed applications, assigned commission rates based on market, partner type, and program criteria, and monitored trademark misuse, Rewards code abuse, misleading promotions, and suspicious partner activity.

RESOLVE

Support partners and keep operations moving

Aditiser handled affiliate and applicant inquiries through Zendesk and investigated disputed or missing transactions by reviewing attribution, code usage, and commission amounts before submitting final decisions.

CASE IN POINT

Looks legitimate, breaks the rules: a case of Rewards code abuse

iHerb Rewards codes were intended for personal sharing, not commercial promotion by coupon sites or partners. Because they could appear alongside valid affiliate offers, identifying misuse required closer review of the code, partner, placement, and context.

Example scenario: a personal Rewards code on a coupon site

WHY IT VIOLATES POLICY

- Rewards Codes are for friends and family
- Coupon sites must not promote them
- The listing can look like a normal coupon offer

WHAT ADITISER REVIEWED

- Checked the page, code, partner and context
- Confirmed affiliate link or personal code
- Collected screenshots, URLs, and evidence

A code may look ordinary, but its source and method of distribution determine whether it is legitimate affiliate activity or a policy violation.

How Aditiser investigated and responded

DETECT

- Review BrandVerity alerts
- Monitor coupon-site placements
- Assess applications and tickets

VALIDATE

- Review the code and placement
- Confirm if it is a valid offer
- Search for repeated use

ACT

- Document screenshots and URLs
- Contact or restrict the partner
- Removal of prohibited content

MONITOR

- Confirm the content is removed
- Escalate repeated violations
- Block offenders when necessary

OUR SYSTEM

Built for ongoing affiliate operations

Aditiser helps brands keep affiliate programs accurate, responsive, and protected by managing promotions, commissions, partner reviews, compliance, communications, and transaction issues. Brands gain dedicated affiliate expertise without the need for additional internal headcount.

Optimize Your Affiliate Program →

Keep promotions accurate and aligned

Offers, banners, market restrictions, disclaimers, and commissions are checked and applied across the relevant affiliate networks.

Review partners and program quality

Applications, partner models, commission eligibility, and suspicious activity are assessed against program policies and commercial objectives.

Provide support and resolve issues

Affiliate inquiries, transaction claims, compliance concerns, and recruitment opportunities are handled through one coordinated workflow.

AFFILIATE NETWORK COVERED

The same delivery model supports ongoing affiliate operations accross **Partnerize, Impact, CJ, Awin** and **Commision Factory.**

Contact

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