Direct IT Services

Affiliate Management

Scale your partner growth channels.

As your affiliate programme grows, so does the work of managing partners, campaigns, assets and payments. Direct IT brings the full affiliate lifecycle into one platform, connecting partner activity to customer journeys and commercial outcomes.

Everything you need to grow your partner network.

Scale without multiplying admin

Partner management: Handle applications, approvals, agreements and tiers in one place, while partners manage their own accounts through a self-service portal.

Give partners what they need to perform

Campaign management: Share campaigns, budgets and commission terms so affiliates can promote your offers with confidence.

See which partners drive real value

Tracking and performance intelligence: Connect clicks and conversions to revenue, reduce duplicate conversion counting and monitor CPA, EPC and ROI by partner.

Pay partners accurately and on time

Commissions and payouts: Support fixed, percentage-based, revenue-share, CPA and hybrid commission models, with approvals and a complete audit history.

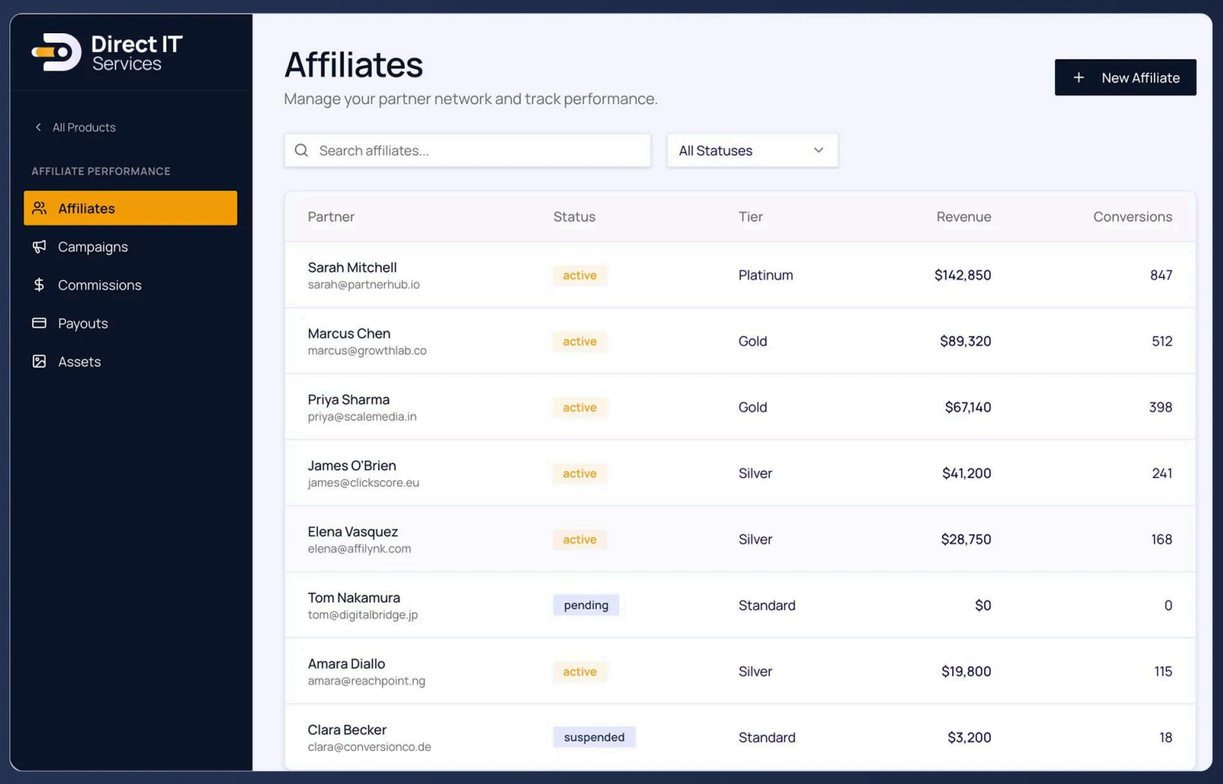
Keep your brand consistent at scale

Asset management and AI creative: Distribute approved materials and let affiliates adapt them using approved templates and brand guidelines, with your team reviewing creative before publication.

Spot risk before it costs you

Compliance and risk management: Maintain activity records and consent evidence, and flag suspicious activity for review.

Affiliate Management - Product Overview

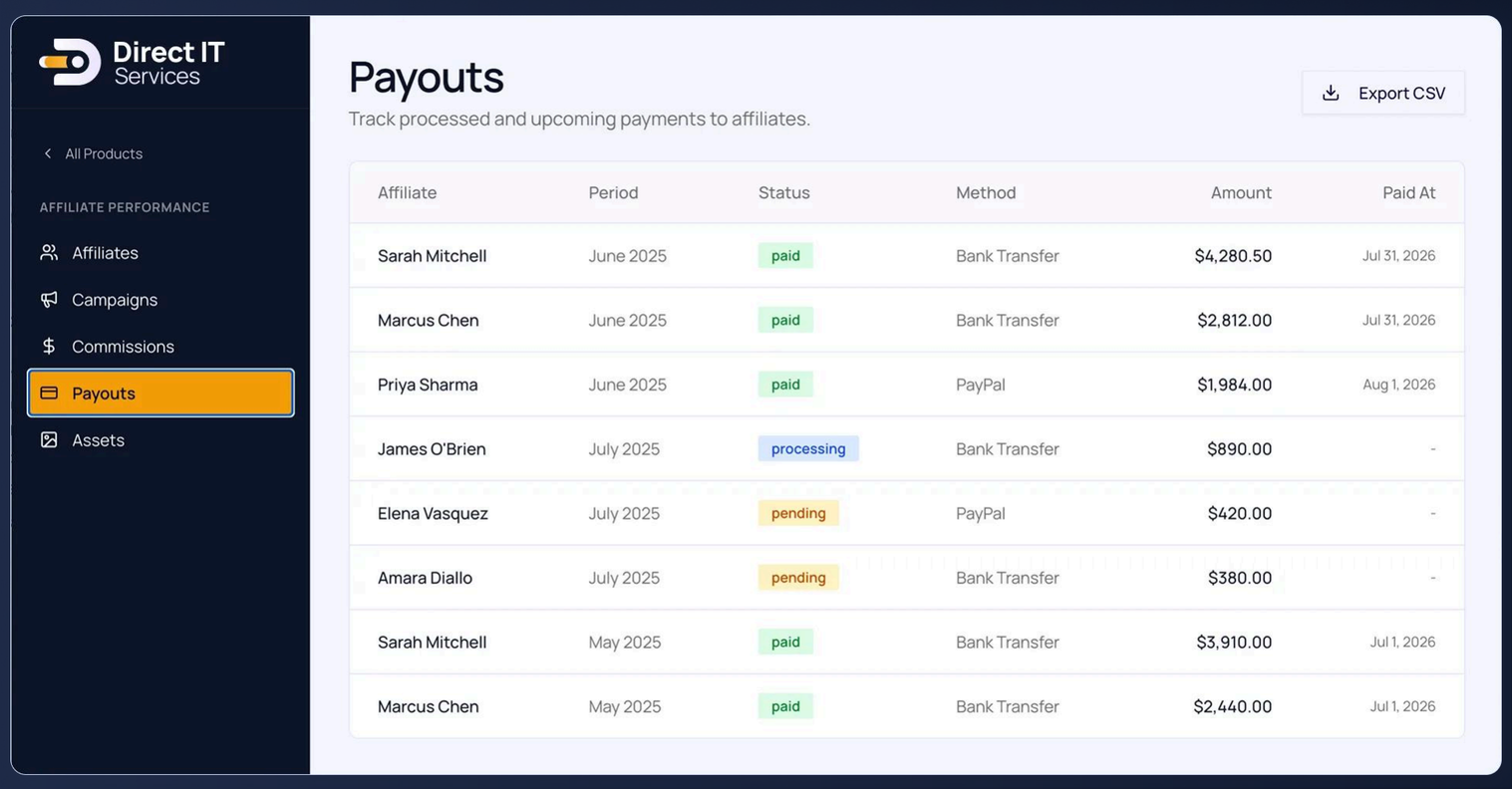


Affiliates

Track revenue, conversions and tiers across your partner network, then review and approve commissions without leaving the platform.

Payouts

Follow each payment from approval to completion, export records for reconciliation and launch new campaigns from the same platform.



Ready to grow your partner network?

Three products. One Growth Engine.

Use Affiliate Management on its own or connect it with Intelligent CRM and Unified Marketing Analytics to link partner acquisition with customer progression and commercial performance.

The advantage is in the connection.

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Talk to Our Team