



# Lumin Partners: How to Launch an Affiliate Program with Affise Performance and Earn Your First Revenue



## Background

### **Tell us a bit about your business. Why did you decide to launch an affiliate program?**

The idea of creating our own product had been evolving long before we made any serious attempt to implement it. Once we had gained enough knowledge, experience, and valuable connections, we made a collective decision to take action—and immediately got to work.

### **What were your main goals when launching the affiliate program with Affise?**

Our primary goals were to put our accumulated industry knowledge into practice and to grow our own product with potential for both vertical and horizontal expansion.

### **Did you consider other affiliate marketing platforms before choosing Affise? If so, why did you ultimately choose Affise Performance?**

Yes, we explored several platform options, but chose Affise for a few key reasons: we had prior experience with it, the interface is user-friendly and adaptive, it offers flexible pricing plans (including entry-level options for new teams), and the onboarding support—both technical and managerial—was exceptional.



# Getting Started with Affise

## How was your onboarding experience with Affise? Were there any challenges in setting up the affiliate program?

The onboarding process went smoothly without any major hurdles. Any issues that came up were quickly addressed through live chat, with assistance from both a technical specialist and an account manager. The responsiveness and effective communication helped us resolve onboarding questions quickly. Big thanks to the team! ❤️



Affise's 14-day free trial gave us the confidence to launch and start earning quickly.

**Jay Dee**

@jackywinfront, Owner / CEO / BDM



# Attracting and Managing Partners

## How did you attract your first affiliates? How do you motivate affiliates to effectively promote your products or services?

We initially recruited affiliates through public arbitrage chats. Later on, word of mouth kicked in—one affiliate would introduce us to another, and that network continues to grow to this day.

As a new team, it's essential for us to build a strong reputation in the market. To stand out, we offer high payouts while taking a smaller margin compared to larger teams, who typically offer lower rates due to higher commission cuts.

## Which Affise tools do you use to track partner performance and optimize campaigns?

The Affise statistics dashboard is incredibly helpful for tracking performance and gaining a high-level overview. We rely on its detailed, customizable reports to fine-tune our campaigns and make data-driven decisions.



We received our very first payout just 14 days after launching traffic flows!

Alex

@PIIIIIII89, Affiliate manager

## Results and Revenue

### How long did it take to receive your first payouts from the affiliate program?

We received our very first payout just 14 days after starting traffic flows! It was nerve-wracking and unfamiliar at first—the wait made us anxious—but as a team, we stayed focused and achieved our first win. It definitely won't be the last!

### What was the most significant result you achieved with your affiliate program using Affise?

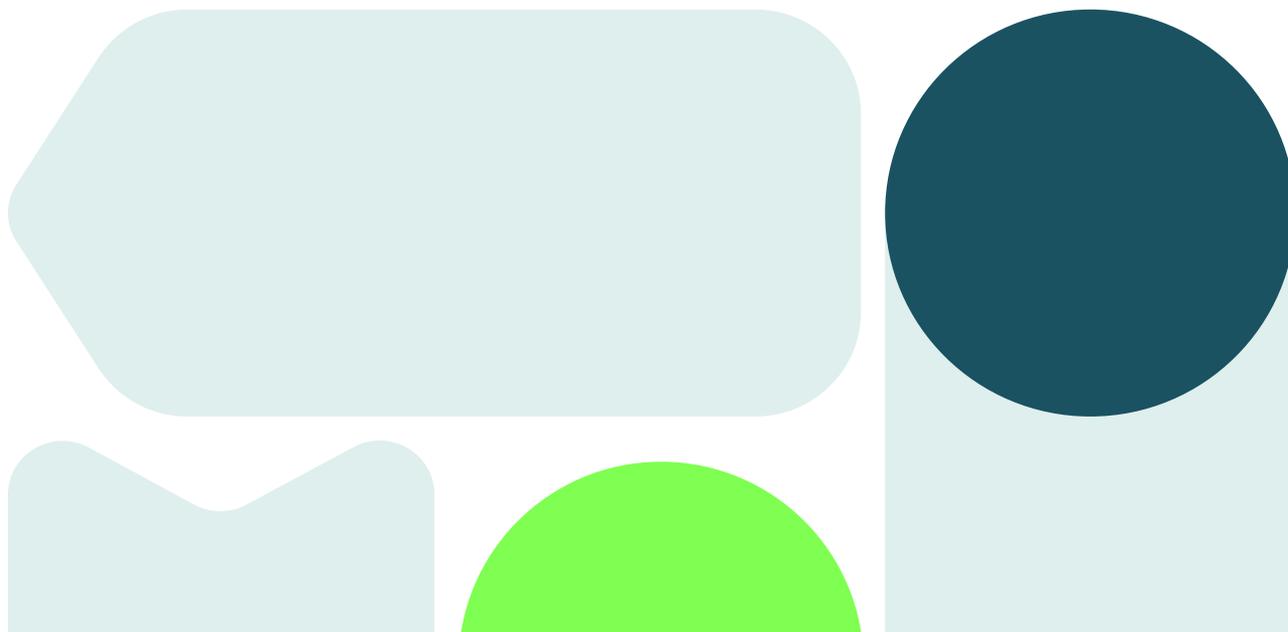
Our biggest highlight was seeing our first postbacks come in. The very first offer we launched brought in 20 FTDs (First-Time Deposits) in just two days—it was absolutely surreal!



The first offer brought in 20 FTDs in just two days – it was absolutely surreal.

Lum

@bonjuuer, Head tech



## Takeaways

### **What advice would you give to a business looking to launch an affiliate program with Affise?**

One of the best parts is the 14-day free trial period. That gave us enough time to explore the platform, launch traffic, generate revenue, and become confident users. Affise is fast, user-friendly, and reliable!

## Future Plans

### **How do you plan to scale your affiliate program in the future?**

Our current goal is to scale our partner network to 30 active teams by the end of summer 2025—and we're already halfway there! After that, we plan to develop our own applications and bring them to market.

We're building something new, polished, and truly unique. We aim to capture market share not just through competitive pricing, but through unbeatable quality—no missed leads, no compromise.

We're still a small (but rapidly growing) team, and soon we'll be competing head-to-head with top-tier players. In a short amount of time, we've already been able to meet 100% of the needs of both our internal buying and PPS departments—and, just as importantly, all of our partners.