

Popular Affiliate Networks in the Direct Response Industry

Below is a list of the most widely used affiliate networks in the direct response space. Under each network, you'll find an overview of key features, accepted/denied niches, fees, and payment structures. Reviewing these details will help you determine which network is the best fit for your offer.

If you'd like to be connected directly with any of these networks, please let me know and I'll be happy to arrange a call on your behalf.

BuyGoods

- **Marketplace Access:** Offers visibility in an online marketplace where affiliates can choose to promote your offer. Your offer can be set to private or public (open to anyone being able to promote it).
- **Payment Processing:** Provides full order processing.
- **Niche Restrictions:**
 - Not accepted: refinance, sweepstakes, crypto.
 - Survival: considered on a case-by-case basis.
- **Additional Features:**
 - Multilingual support.
 - Technical team available for product integration.
- **Fee Structure** (for vendors):
 - 10% up to \$250k.
 - 9% up to \$500k.
 - 8% up to \$750k.
 - 7% + \$1 up to \$1M.
 - 6% + \$1 for revenue above \$1M.

- **Affiliate Payments:** Can process payments weekly (1–3 times depending on vendor revenue).
 - ≤ \$400k gross in last 30 days: 1x weekly.
 - \$400k–\$600k: 2x weekly.
 - ≥ \$600k: 3x weekly.
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ClickBank

- **Payment Processing:** Hosts checkout pages and processes payments, while sales pages and funnels remain on your server.
 - **Marketplace** Offers visibility in an online marketplace where affiliates can choose to promote your offer. Your offer can be set to private or public (open to anyone being able to promote it).
 - **Support:** Tech team available, but does not assist with funnel building or onboarding.
 - **Fees:**
 - \$49.95 one-time activation.
 - 7.5% + \$1 transaction fee.
 - **Key Resources:**
 - [Vendor Requirements](#)
 - [Prohibited Seller & Affiliate Guidelines](#)
 - [General Guidelines](#)
 - [Physical Product Checklist](#)
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AdPrecise

- **Marketplace Type:** Focused on direct offers.

- **Accepted Niches:** Political, survival, e-commerce, investment, alternative health, CBD.
 - **Support:**
 - Tech assistance available.
 - Personal manager assigned to each partner.
 - **Requirements:** Typically works with owners who have lists of 10k+ subscribers.
 - **Technology:** Uses HasOffers and provides training resources.
 - **Fees:** No upfront fees — revenue share based on affiliate commissions.
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MaxWeb

- **Offers:** Hosts both direct and exclusive offers.
- **In-House Media Buyers:** Tests offers internally before wider promotion.
- **Hosting Options:** Can host product only, or host plus process payments (depending on GEOs).
- **Compensation Model:** CPA only.
- **Affiliate Payment Schedule:**
 - ≤ \$15k: Friday payout.
 - \$15k–\$30k: Monday & Friday.
 - ≥ \$30k: Monday, Wednesday, Friday.
- **Typical CPA Minimums:**
 - Physical products: \$100.
 - Digital products: \$50.
- **Network Reach:** 25k active affiliates.

- **Fees:** No upfront cost — revenue share from affiliate commissions.
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DigiStore24

- **Global Focus:** Expanding international payment processing to reduce declined charges. Currently active in Europe, the U.S., and South America.
 - **Marketplace & Processing:** Provides both order processing and marketplace visibility.
 - **Support:** Growth team available for ongoing assistance.
 - **Tracking:** Strong Facebook tracking integration.
 - **Additional Service:** Digistore Select — an agency option for brand-focused offers that prefer not to rely solely on affiliates.
 - **Fees:**
 - 7.9% + \$1 per transaction (tax not included, negotiable).
 - Can match competitor rates if granted exclusivity.
 - **Compliance:** Handles all tax documentation and 1099s for affiliates.
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Other Networks and Affiliate Platforms to Consider

- AvantLink
- Tradedoubler
- Post Affiliate Pro
- Rakuten Marketing
- TUNE
- Impact

- CAKE
- TapFilliate
- [FlexOffers.com](https://flexoffers.com)