

Phase 5 — Optimize & Scale

Turn Data Into Growth

Welcome to Phase 5!

Now your program is active — and this is where you start scaling.

Use your **KPI Dashboard** to monitor overall performance:

- revenue
- clicks
- conversions
- active affiliates

Then review your **Affiliate Performance Report**:

- Who is driving the most revenue?
- Who is sending traffic but not converting?

Next, analyze your **Campaign Tracker**:

- What types of promotions are working?
- Which angles are converting best?

Then take action:

- Double down on top affiliates
- Replicate winning campaigns
- Improve underperforming areas

Implementation Tip:

Scaling comes from doing more of what works — not more of everything.

Be intentional with your efforts.

— Laura