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[Affiliate Marketing Interview Questions](#)

Top Affiliate Marketing Interview Questions and Answers

Q1. [What is Affiliate marketing?](#)

Affiliate marketing is a type of performance-based marketing program in which you refer someone to any online product or service and when that person buys the product or service, in turn, you receive a commission. In Affiliate marketing, there are four core players.

- The merchant (also known as ‘retailer’ or ‘brand’)
- The network (that contains offers for the affiliate to choose from and also takes care of the payments)
- The publisher (also known as ‘the affiliate’)
- The customer (Who buys the Product or service)

Q2. [Do you need a website to make money with Affiliate marketing](#)

No, website is not required to make money with Affiliate marketing, but it is beneficial if you make a website because website makes it easy you have a constant pages always there with your links, so if somebody lands on your page and then click on one of your links then they potentially make money for you by buying a product or service.

Q3. [What is Affiliate Sales?](#)

Affiliate marketing is a type of performance-based marketing program in which you refer someone to any online product or service and when that person buys the product or service, in turn, you receive a commission. In Affiliate marketing, there are four core players.

- The merchant (also known as ‘retailer’ or ‘brand’)
- The network (that contains offers for the affiliate to choose from and also takes care of the payments)
- The publisher (also known as ‘the affiliate’)
- The customer (Who buys the Product or service)

Q4. [What is affiliate scrubbing/shaving, and what do you know about it](#)

Affiliate scrubbing is a situation where an advertiser (not the network) scrubs out bad leads and you do not get paid for them. This is happening on a majority of the advertiser pages. This could be as simple as scrubbing someone from another country when the advertiser is only asking for US-based leads or as complicated as the lead having bogus information such as a fake email address (e.g. abc@fakemail.com).

At another hand, **Affiliate shaving** is something when an affiliate network shaves lead from your leads. So maybe one in 100 of your leads does not get counted. The network still gets paid from the advertiser for this but you will never see anything. There are times when shaving is intentional (and some networks have been proven to shave) and sometimes when it is unintentional. Either way, it can be prevented by simply split testing the offer across multiple affiliate networks if possible.

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