Trends in affiliate marketing 2023
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1. Increased focus on content marketing:

In the past, affiliate marketing has often relied on more traditional forms of advertising, such as banner ads and product placements. However, in 2023 we can expect to see a greater focus on content marketing as a way to promote affiliate products and services. This could include creating informative blog posts, videos, or social media posts that showcase the benefits of a particular product or service.

2. The rise of influencer marketing:

Influencer marketing, in which celebrities or social media personalities promote products or services to their followers, has already become a popular way for businesses to reach a wider audience. This trend is likely to continue in 2023, with more and more businesses turning to influencers to help promote their products and services.

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3. Continued strong growth of mobile marketing:

Given the increasing use of smartphones and the use of affiliate links among influencers, it is likely that we will see an even greater emphasis on mobile marketing. Accordingly, the requirements for affiliate networks or affiliate tracking are stronger including the limitations of cookies here. For publishers, this will result in an even greater focus on mobile-optimized websites, app-based advertising, and other tactics specifically designed to reach consumers on their mobile devices.

4. Continued growth of affiliate networks:

Affiliate networks, which connect companies with affiliates who promote their products, will likely continue to grow in popularity in 2023. In our opinion, CPO-based advertising models will also increase in times of crisis, as there is less risk here for brands and advertisers.

5. The rise of artificial intelligence (AI) and machine learning:

AI and machine learning are already changing the way businesses operate, and they will continue to do so in 2023. In the world of affiliate marketing, AI and machine learning can be used to optimize ad targeting, improve customer segmentation, personalize marketing messages, and most importantly, help publishers with content generation.