

Sample Client: affiliate performance

Week 41 (2026-W41) compared with week 40

Revenue

€175,668

-9.0% vs. previous week

Orders

958

+1.9% vs. previous week

Conversion rate

1.9%

-18.1% vs. previous week

Avg. order value

€183.37

-10.7% vs. previous week

Commission

€15,873

-11.6% vs. previous week

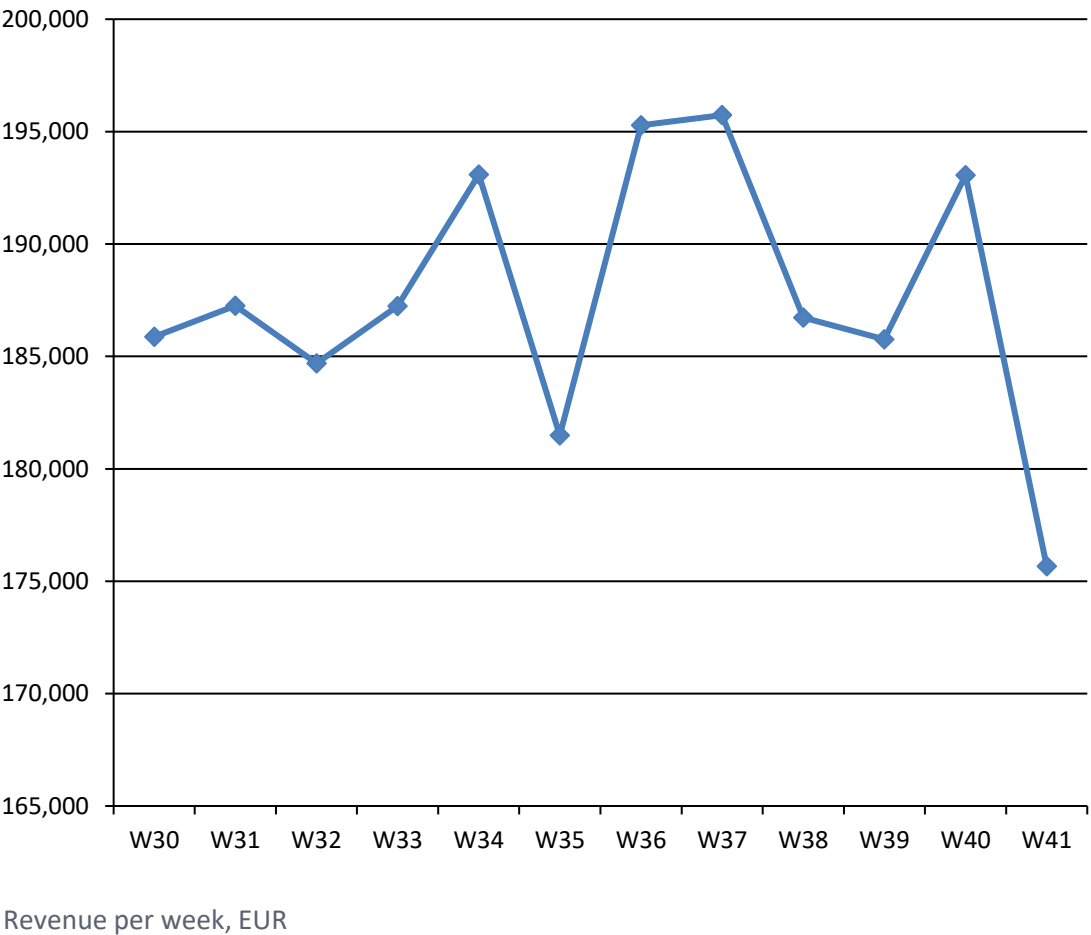
Cost of sale

9.0%

-2.9% vs. previous week

What changed in week 41

- Revenue was €175,668 in week 41, down 9.0% on week 40, from 958 orders at a conversion rate of 1.9%.
- Largest moves against last week: StyleEdit Magazine -€29,205, DealDrop Coupons +€7,923.
- Across all publishers the conversion rate fell to 1.9% (down 18.1%), outside the range of the previous weeks.
- StyleEdit Magazine: orders down 64.7% while clicks were up 3.1%, which points to tracking rather than demand.
- DealDrop Coupons: revenue up 24.2% to €40,622, orders up 58.3% to 372, average order value down 21.5% to €109.20; each outside the range of the previous weeks.



Publishers and next steps

Publisher	Network	Revenue	vs. prev. week	Orders	Conv. rate	Cost of sale
DealDrop Coupons	CJ	€40,622	+24.2%	372	1.7%	6.0%
Lux Lens Blog	AWIN	€38,982	+2.2%	155	3.2%	9.0%
Atelier Picks	Rakuten	€35,285	+2.0%	106	3.4%	12.0%
Mode Daily	CJ	€25,170	+3.1%	135	2.3%	10.0%
Gift Finder	Rakuten	€19,232	+9.1%	111	2.1%	8.0%
StyleEdit Magazine	AWIN	€16,375	-64.1%	79	0.8%	10.0%

Recommended next steps

- Check the conversion tracking for StyleEdit Magazine before the client report goes out.
- Review the margin on the DealDrop Coupons push: more revenue, but at a lower average order value.