Affiliate Offer Vetting Checklist Template

Here's a suggested checklist you can use each time before promoting an affiliate product. You can make it a spreadsheet to compare offers side by side.

Question	What to Find Out	Good Benchmark / Ideal
Commission Structure& Earnings	Flat % or fixed fee recurring, tiered	High %, recurring or bonuses for volume
Cookie Duration & Attribution	Length of cookie (days), first vs last click	30-90 days, favorable attribution
Conversion Rate & AOV	Avg % converting, avg order value, by traffic source	Depends on niche; aim for better than 1-2% if physical, higher for digital
Restrictions / Promo Requirements	Allowed traffic sources, geo, terms on creatives	Minimal restrictions, covering your main channels
Support & Creative Materials	Media kit, banners, swipe copy, deep links, dashboard	Rich creative assets, responsive support
Niche Fit & Relevance	Niche Fit & Relevance	High overlap; trust maintained
Refunds / Returns	Rate, policies, effect on commission	Low to moderate rates; favorable policies
Payment Terms & Payout Schedule	Frequency, minimum thresholds	Monthly, low threshold; good cash flow
Tracking & Transparency	Report detail, fraud protection, reliable tracking	Real-time / frequent reporting; clear policies
Merchant/Product Stability	Reputation, future plans, feedback	Known brand, product with good reviews, stable supply / support

Use this table each time you evaluate an offer. Compare a few to see which one shows up best on most rows.