



VIVnetworks.com
AFFILIATE MARKETING

TOP WEBSHOP STRATEGIES FOR GROWTH 2025

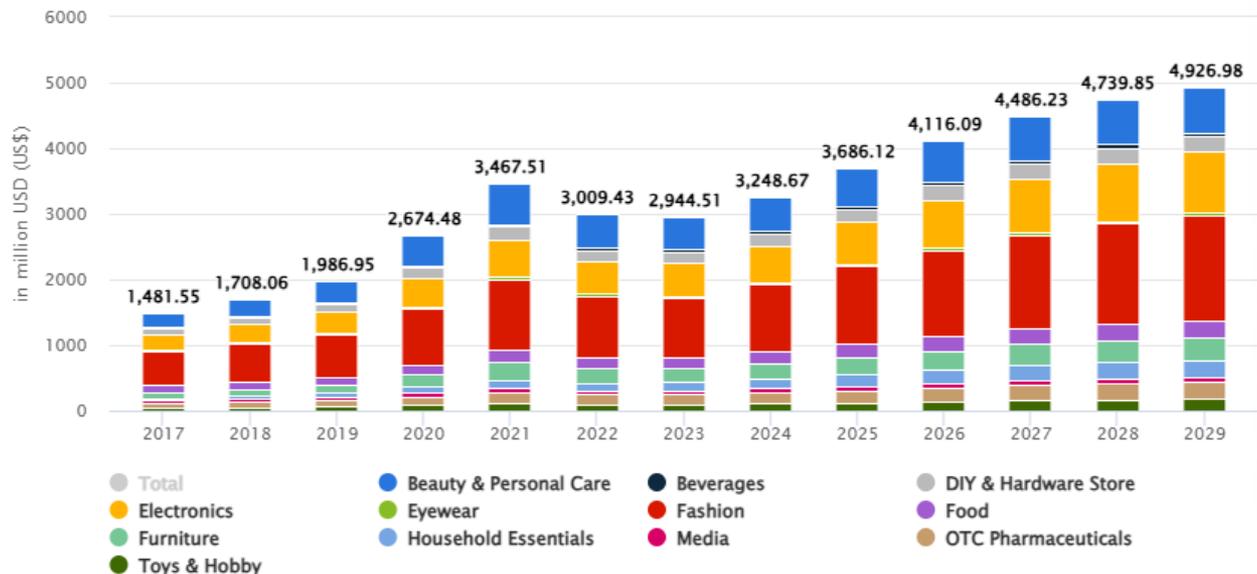
Gain new customers and more orders

How to capitalise on global ecommerce trends and escape difficult economy?

Greek e-comm market expectations

REVENUE

REVENUE CHANGE



Notes: Data was converted from local currencies using average exchange rates of the respective year.

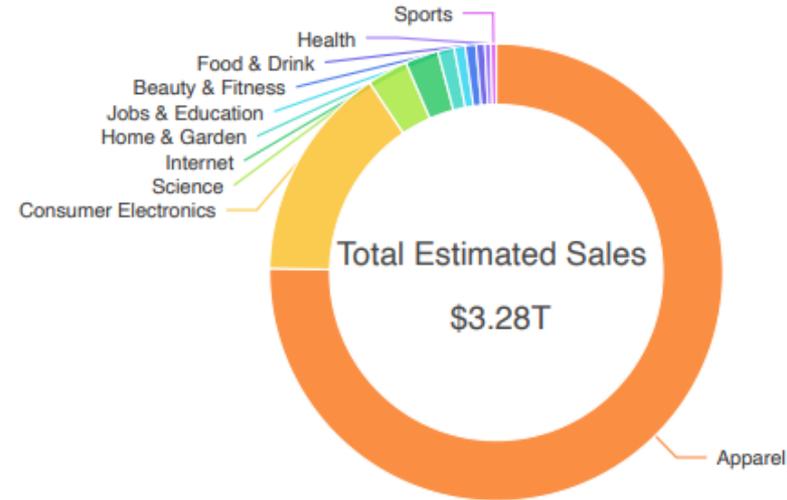
Most recent update: Oct 2024

Source: Statista Market Insights



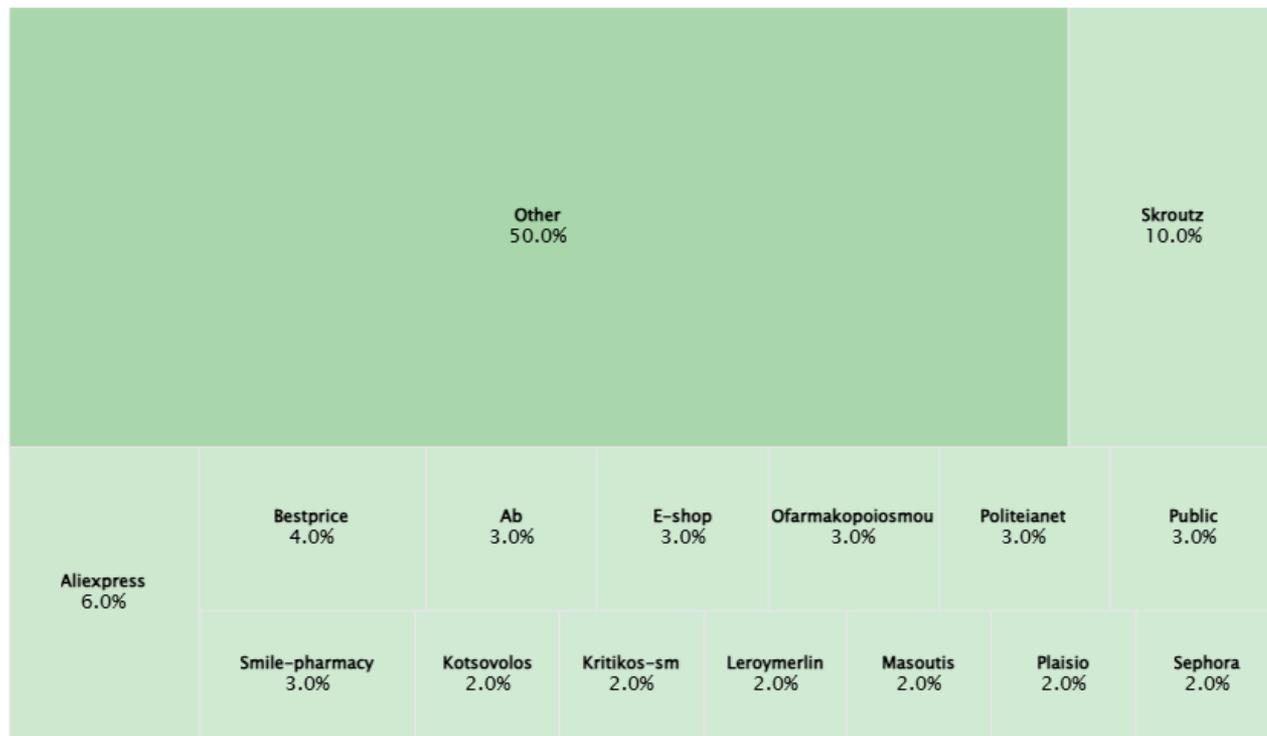
Largest segments in Greek e-commerce

Categories	Estimated Sales	Percentage
Apparel	\$218.69B	6.67%
Consumer Electronics	\$44.42B	1.36%
Science	\$8.46B	0.26%
Internet	\$6.90B	0.21%
Home & Garden	\$3.40B	0.10%
Jobs & Education	\$2.28B	0.07%
Beauty & Fitness	\$2.22B	0.07%
Food & Drink	\$1.79B	0.05%
Health	\$1.22B	0.04%
Sports	\$1.13B	0.03%



Key players in Greek e-commerce

2023



Most recent update: Oct 2024

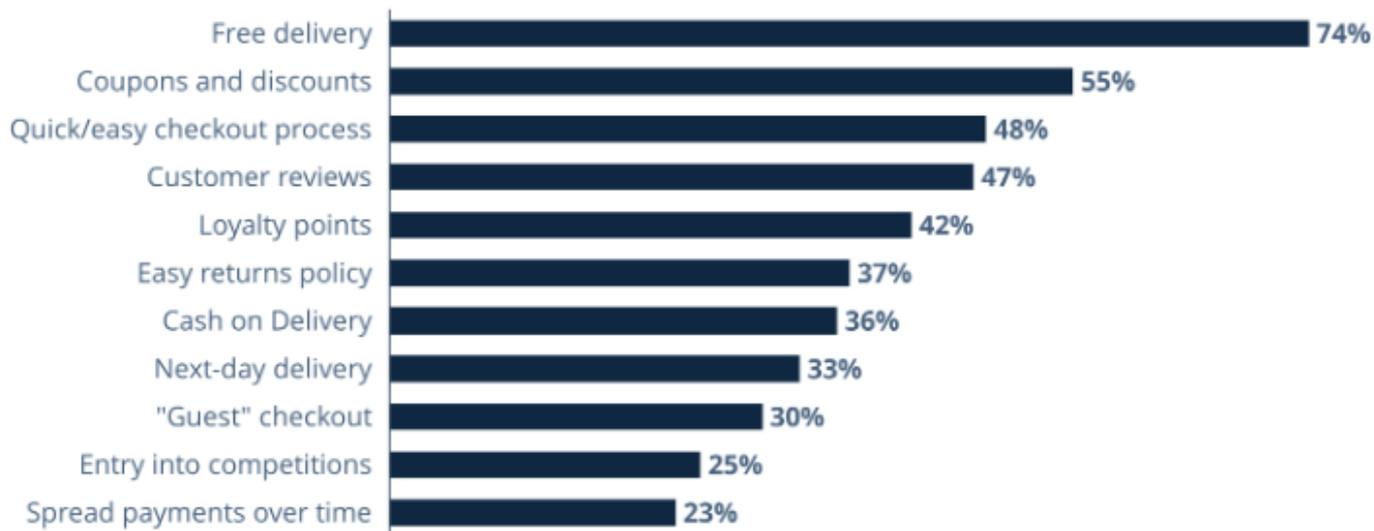
Source: Statista Market Insights



Greek e-comm market drivers

ECOMMERCE DRIVERS OF CONSUMERS IN GREECE

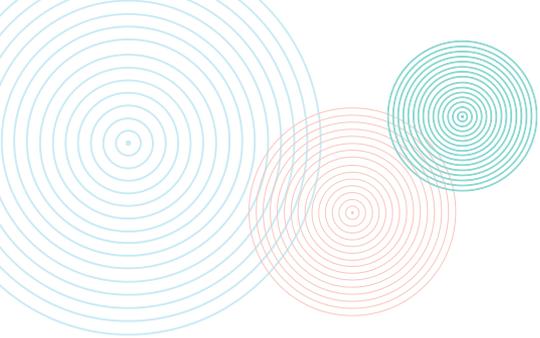
% of consumers in Greece who agree with the following statements



Notes: „Which of the following would increase your likelihood of buying online?"; Multi Pick; Base: n= 5,000 consumers in Greece.

Sources: GWI





What difficulties do webshops face?



High inflation, decrease of purchase power of consumers



Supply chain and logistic difficulties, no stock in large webshops, 2 week delivery times

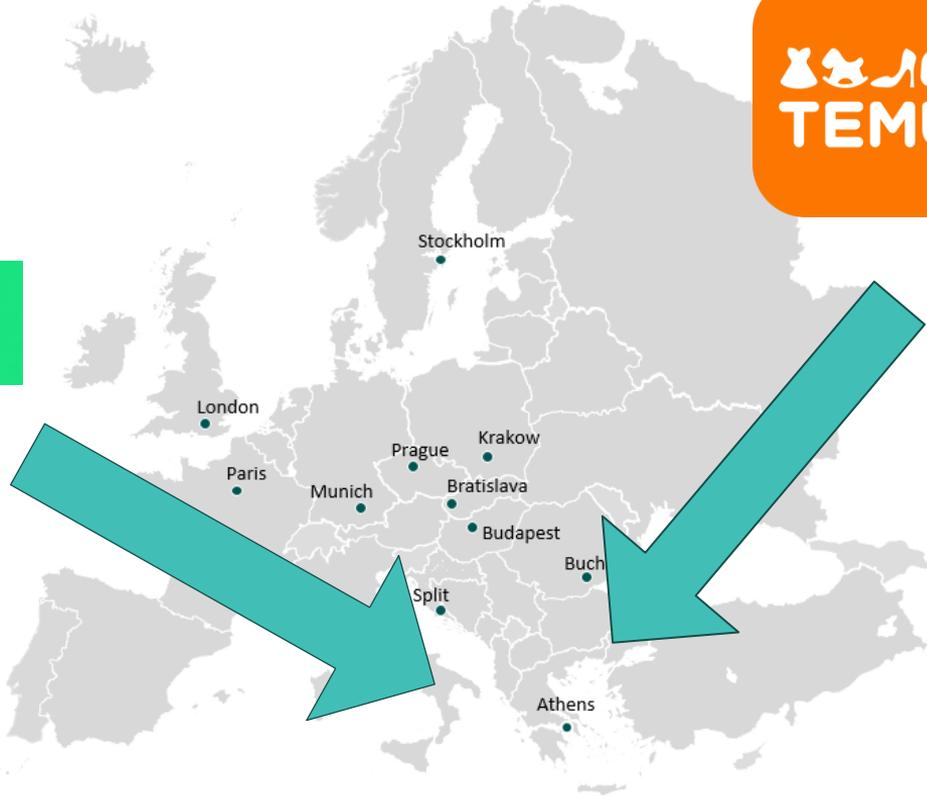


Invasion of large foreign competitors, while not many Greek webshops go abroad

Giant webshops invading Western –European market



SHEIN





Main e-commerce trends 2025



Mobile commerce (mCommerce) moving forward - applications



Social commerce - buy now option (Insta, FB, beauty and electronics)



Sustainability as a trend



D2C (Direct-to-Consumer) models: brands selling directly to consumers, leaving out ecommerce merchants



Cross border commerce enhancing (logistics, legislation development)



Personalisation with AI



**How do TEMU,
AliExpress, SHEIN,
and Amazon Haul
occupy the market?**

APPLICATION

Once you download it, you are caught

BRANDING

Enormous resources to branding ads

AI

With the help of AI translation to local is not a problem

AFFILIATE

Localised video and coupon offers to grab market share





**What can we learn from
giant competitors?**

How to escape forward?

CUSTOMER SERVICE

From satisfied consumers to loyal customers

SUSTAINABILITY

Take care of the environment and not only consumers will be happy

TECHNOLOGY

AI, new technologies, invest in knowledge, App development





**What can we learn from
giant competitors?**

How to escape forward?

LOYALTY PROGRAMS

Loyal customers spend 40% more, higher
basket value, higher frequency in shopping

DIFF. CHANNELS

New marketing channels, like affiliate

FOREIGN MARKETS

Size is important, scalability, local affiliate managers in markets

BRANDING

You do not pay for branding ads in affiliate



What is affiliate marketing?

A performance form marketing based on a commission system of reward

You do not pay for clicks or impressions, but only for the actual order without VAT and shipping

You choose the commission amount yourself, ideally according to the type of product and to the margin (commission = PNO)



5-8 %

Affiliate marketing usually generates approximately 5 – 8% of e-shop's orders



How does affiliate work?

You, as an e-shop, offer cooperation to publishers who can promote you on their websites or social networks.

Publishers choose who they want to start promoting. They choose mainly based on brand recognition, **the amount of commissions and quality of the affiliate program.**

As soon as the cooperation begins, the publisher will place links or banners leading to your eshop on their website. When a visitor clicks through, the affiliate technology records a new visitor and if that visitor makes a purchase from you, the publisher receives a pre-agreed commission.



Affiliate: added value in the consumer purchase path



CJ coverage in the world

CJ.com is the largest and most reliable affiliate network in the world

\$16bn

Global Revenue
Driven to Advertisers

167k+

Revenue Driving
Global Publishers

17

CJ Offices

\$1.2bn

Commissions paid to our
Global Publishers

30m+

Content Creators

1bn

Verified Global Reach, Digital
Consumers, Monthly*

240+

Countries &
Territories





Why is CJ affiliate so special?



**Full transparency,
regular & long term**



**Easy to manage and
time saving**



**Measurable, focused and
only performance**



We bring truly transparent technology

Set up to an unlimited number of commission levels according to the type of goods and their margins

Use the most accurate conversion measurement method called Server to Server, thanks to which you get up to 99.9% accuracy





Network Quality

In order to maintain the maximum purity of our affiliate network on the part of our partners, we also use the services of the Network Quality team thanks to CJ Affiliate technology. We are the only ones in CEE with control of this quality.

There is continuous automated monitoring of traffic sources and checking that there are no unfair practices in traffic acquisition or directly your promotion.

Independent corporation fulfilling NYSE conditions.

Brand Verity

Together with the NQ team, you have the opportunity to use the services of Brand Verity. Monitoring possible bidding on your brand in PPC campaigns.

VIVnetworks.com

We help e-shops increase the number of orders and acquire new customers. For this we use affiliate marketing, which we have been creating for 14 years and help educate the affiliate scene. Using the most advanced American CJ Affiliate technology, we bring 100% transparency and security to the system.

Today we are the largest and most powerful affiliate network in Central and Eastern Europe.

Our result for 2023

400 M €

Total revenue generated by participating advertisers



In Europe, you can meet us in several cities

Our team also includes other native speakers. Thanks to this, we will provide you with full-fledged management of the affiliate program in the 15 most important European languages:



You can expand the affiliate program even beyond the borders of Europe thanks to the CJ Affiliate world technology.



VIVnetworks in numbers for 2023:

15 years

on the European
market

52

affiliate marketing
specialists

1 615+

programs from e-
shops and service
providers

46,5 %

new customers

15 100+

actively promoting
publishers

5,8 mil

number of completed
orders



We also help these brands

NOTINO

answer.

agoda


ABOUT YOU[®]

MODIVO

Queens

vidaxl


ZOOT.

sinsay

MUZIKER

factcool

CROPP

 sensilab[®]



alleop

ASTRATEx



PHILIPS

epapoutsia.gr

FOODSHOP

 Le Parfum.gr

 RENT FROM LOCALS

K'ARCHER

PARFIMO.gr[®]

Booking.com



Examples of companies in CJ Affiliate:



Thank you for your attention, please find your
free affiliate strategy link here:



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