

# UK Affiliate Programme RFP Template

v1.0; January 2026



# Affiliate Programme RFP Template

This Request for Proposal (RFP) template is designed to help advertisers standardise their affiliate programme tender process.

Networks, platforms, and technology partners can provide structured answers for easy comparison. Sections below can be customised as needed.

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## Company Background & Market Position

1. Provide an overview of your company (history, ownership, number of employees, offices).
2. What is your core focus (affiliate, partnerships, performance marketing)?
3. Which markets/territories do you cover?
4. What industries/sectors do you specialise in?
5. Please provide details of your existing advertiser and publisher portfolio.
6. What differentiates your network/platform from competitors?

## Technology & Platform

1. Describe your platform technology and infrastructure. Is it proprietary or licensed?
2. How do you track affiliate activity (cookies, server-to-server, APIs, fingerprinting, etc.)?
3. What attribution models are supported (last click, first click, multi-touch, custom)?
4. How do you handle cross-device and cross-channel tracking?
5. Do you support mobile app tracking (deep linking, SDK integrations)?
6. How do you manage promo code attribution?
7. How are click-to-conversion times tracked and reported?
8. What fraud prevention tools/measures are in place?
9. How do you manage duplicate transactions and cancellations?
10. How often is data updated (real-time, daily, etc.)?
11. Do you offer full access to all your technology, or is this dependent on the level of service purchased?

# Security & Certifications

1. Are you ISO/IEC 27001 certified, or do you hold any equivalent information security certifications?
2. If yes, please provide certification details and dates of validity.
3. How do you ensure secure handling and storage of client and publisher data?
4. Do you undergo regular third-party security audits or penetration testing?
5. What processes are in place for incident detection, response, and client notification?
6. How do you manage data access internally (staff permissions, least-privilege policies)?
7. Do you have a documented Business Continuity Plan (BCP) or Disaster Recovery Plan (DRP)?
8. How do you handle data subject access requests (DSARs) under GDPR or similar laws?

# Publisher Management

1. What is the process for onboarding new affiliates/publishers?
2. How do you vet affiliates to ensure compliance and quality?
3. How do you categorise and segment affiliates (content, cashback, coupon, influencers, etc.)?
4. Can advertisers approve/reject affiliates individually?
5. How are affiliates recruited; do you offer proactive recruitment services?
6. What communication tools exist for advertiser-affiliate messaging?
7. How do you handle incentives, bonus campaigns, and commissions?
8. How frequently do you pay your affiliates?

# Reporting & Analytics

1. What reporting capabilities are available to advertisers?
2. Are multiple logins available?
3. Are you able to share login details for us so we can view your dashboard (if so, please provide in the RFP)?
4. Beyond standard datapoints, what additional datapoints do you / can you track?
5. Is your reporting interface proprietary?
6. Can reporting be customised (date ranges, KPIs, filters)?
7. Do you provide cohort analysis or LTV reporting?

8. Can reporting be automated/exported via API?
9. What level of granularity is provided (transaction-level, publisher-level, campaign-level)?
10. Do you provide benchmarking or industry comparison data?
11. How are compliance and fraud reports presented?

## Commercial Model

1. What are your commercial terms (setup fees, monthly fees, override, network commission)?
2. What are your payment terms with advertisers and publishers?
3. Do you provide invoicing and payment collection on behalf of advertisers?
4. What currencies are supported?
5. Are there additional costs for integration, reporting, or premium features?

## Compliance & Regulation

1. How do you ensure GDPR and data privacy compliance?
2. Are you a member of any trade associations (e.g. The Affiliate & Partner Marketing Association)
3. Do you adhere to any industry standards (e.g. soft click / stand-down attribution standards)?
4. How do you manage affiliate cookie consent?
5. What brand safety controls are in place (e.g. against adware, incentivised clicks, prohibited placements)?
6. What proprietary and third-party technology do you use to monitor compliance?
7. Please outline your process for handling non-compliant affiliates
8. How do you handle complaints or disputes between advertisers and publishers?
9. Do you provide automated alerts for suspicious activity or policy violations?
10. How do you handle repeat offenders or affiliates found in breach of compliance?
11. Do you maintain blacklists of non-compliant publishers, and can advertisers access these?
12. Do you provide transparency into sub-networks or third-party traffic sources used by affiliates?

## Support & Account Management

1. What account management model do you offer (dedicated manager, shared team, self-serve)?
2. What is the average response time for support queries?

3. Do you provide onboarding and training for new advertisers?
4. Are there service level agreements (SLAs) for uptime and support?
5. What consultancy or strategic support do you provide beyond network access?

## Innovation & Future Roadmap

1. What product/feature developments are planned over the next 12–24 months?
2. How do you support innovation in affiliate models (influencers, brand-to-brand partnerships, media partnerships)?
3. Do you integrate with AI, machine learning, or predictive analytics for optimisation?
4. What integrations exist with third-party tools (analytics, CRM, ecommerce platforms)?

## Case Studies & References

1. Provide examples of similar advertisers you've worked with.
2. What KPIs were delivered for those campaigns?
3. Can you provide client references for us to contact?

## Implementation & Integration

1. What is the typical setup timeline for a new advertiser?
2. What ecommerce platforms and CMSs do you have plugins/integrations for (Shopify, Magento, WooCommerce)?
3. Do you offer support for integrations and, if so, is there an additional charge?
4. What technical resources are required from the advertiser to go live?
5. How do you handle migrations from an existing network?

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