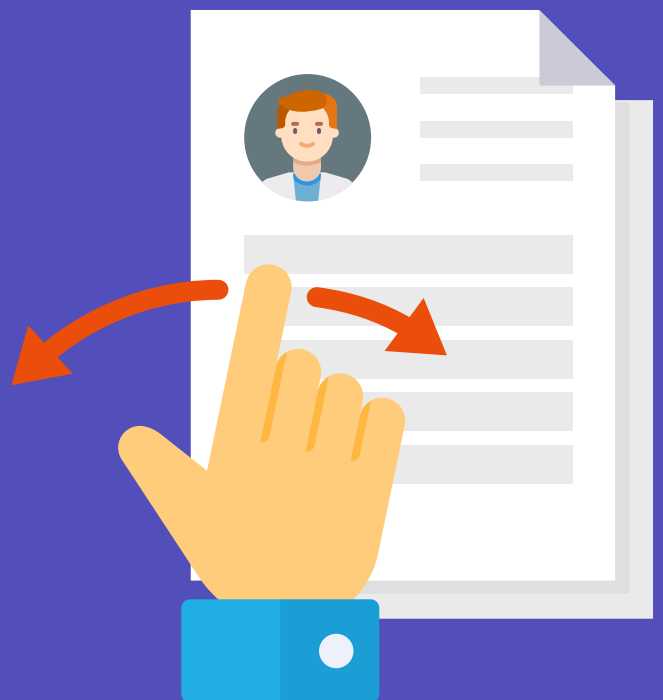


# How to Evaluate a Prospective Partner

The ultimate questionnaire



# HOW TO EVALUATE A PROSPECTIVE PARTNER

## THE ULTIMATE QUESTIONNAIRE



So, you are choosing an affiliate partner, a comarketing partner or even a business partner. What parameters should you rely on more than your professional intuition? Website traffic data can help you evaluate a prospect more accurately. Here are the main metrics you need to check to make the optimal decision.

### TOTAL TRAFFIC VOLUME AND TRAFFIC QUALITY 1

**Visits:** \_\_\_\_\_  
**Unique Visits:** \_\_\_\_\_

For businesses like e-commerce, SaaS providers, and media outlets, overall website traffic can reflect their audience size

**Pages per Visit:** \_\_\_\_\_  
**Average Visit Duration:** \_\_\_\_\_  
**Bounce Rate:** \_\_\_\_\_

Website engagement metrics show the quality of visitor experience. These rates help you understand how active the chosen partners' audience is and determine whether the traffic quality is high enough

### GEOGRAPHICAL MARKETS 3

**Geo Distribution:** most of the future partner's traffic comes from these countries and regions (%): \_\_\_\_\_

Reflect on whether these markets will be relevant for you

### AUDIENCE OVERLAP 5

**Percentage of Audience Overlap between your websites:** \_\_\_\_\_

- High** = You have already made contact with this audience
- Low** = This audience doesn't know you yet

Consider if it is worth it in your case. Try checking several potential partners at once

### TRENDS IN DEMAND 2

How has the number of **Visits and Unique Visits** changed in the past months?

- Grew significantly** = This partnership could be beneficial as the candidate is in trend
- Went down** = It's not the best time to start a partnership with them
- Stayed more or less stable throughout the period** = Consider more factors before making the final decision

### TRAFFIC ACQUISITION 4

**Traffic Sources:** \_\_\_\_\_

These are the key channels that bring traffic to your contact's website

**Does your strategy match with that of the affiliate?**

- Yes** = This partner is likely to provide you with relevant traffic and, potentially, a high percentage of conversions
- No** = Go through these questions once more with another candidate

### THEIR PARTNERSHIPS 6

**Top Destination Sites of your prospective partner:** \_\_\_\_\_

These are the websites your business contact links to. Consider whether they could make relevant partners for you too

**FILL IN THIS CHEAT SHEET FOR EACH CANDIDATE TO DETERMINE THE MOST PROMISING PROSPECTIVE PARTNER**