

DEVELOPMENT AND FUTURE OF THE AFFILIATE MARKETING MARKET IN POLAND

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Abstract: With the widespread availability of the Internet and advances in digital technologies, digital marketing and affiliate marketing have experienced significant growth. Affiliate marketing, as an effective form of sales support, has gained popularity along with the proliferation of e-commerce. Most well-known Polish e-commerce brands either manage affiliate programs independently or collaborate with affiliate platforms, and affiliate marketing is increasingly becoming an integral element of marketing strategies in Polish enterprises. This article analyzes selected aspects of the affiliate marketing market in Poland in relation to leading international markets, considering the latest trends, technologies, and practices. The aim of the study is to review applications, assess the significance and examine the development dynamics of this marketing model in Polish business practice, as well as to identify key variables that influence the profitability and competitiveness of affiliate marketing activities. The article employs research methods based on a critical literature analysis, including a review of industry and academic publications. Industry reports and market analyses were also utilized. A desk research analysis was conducted, including financial results reported by selected companies (which integrate affiliate marketing into their strategies) and their case studies. Additionally, a review of the websites of selected affiliate platforms was conducted.

Keywords: affiliate marketing, digital marketing, marketing market, marketing strategies

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Introduction

The history of the Polish affiliate market dates back to the early 20th century. Affiliate marketing has evolved from an online advertising model to a key component of corporate marketing strategies.

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This model provides businesses with an additional communication channel to reach potential customers, enabling improved sales performance at lower costs, which are closely tied to achieved results, thereby enhancing competitiveness.

The development of e-commerce, advancements in technology, the growing importance of social media in shaping public opinion, and increasing consumer awareness, particularly among digitally native generations (Gen Z, Alpha), have contributed to the rising attractiveness of affiliate marketing. This approach supports brand positioning and building relationships with customers. The 21st century has charted corporate development pathways grounded in the paradigms of Industry 4.0 and 5.0, characterized by full process digitalization and the implementation of artificial intelligence – thereby positioning affiliate marketing, built upon these technologies, as a model that significantly enhances potential through advanced offer personalization and the optimization of communication and sales channels. Polish enterprises, particularly in the e-commerce sector, should incorporate affiliate marketing into their strategies while simultaneously analyzing its benefits and the barriers encountered.

Literature review

Research gap in affiliate marketing

Despite the widespread use of affiliate marketing by Polish businesses, this topic remains marginalized in academic literature. Online sources predominantly contain practical content from affiliate platforms and industry portals. Independent studies based on robust empirical data are scarce, leading to discrepancies in industry-reported findings. Data acquisition challenges – particularly from small publishers (micro and nano influencers) and numerous small-scale advertisers – further hinder comprehensive analysis. Digital market data do not explicitly reflect the affiliate market. Therefore, systematizing knowledge through an analysis of both industry data and digital marketing and e-commerce statistics is essential.

Definition and evolution of affiliate marketing

Affiliate marketing is defined as a partnership between advertisers and publishers (affiliates), in which affiliates promote products or services online using affiliate links. This model, also referred to as performance-based marketing, ensures that affiliates receive compensation only when their activities generate the expected results for advertisers, such as product purchases, newsletter sign-ups, or content downloads (Laudon & Traver, 2021; Dwivedi et al., 2017). There are two primary methods of acquiring affiliates: leveraging affiliate networks and establishing in-house partner programs (Olbrich et al., 2019).

The origins of affiliate marketing go back to the 1980s and 1990s. In 1994, Lou Montulli developed cookie technology to track affiliate links, while Dan Kohn executed the first e-commerce sale via an encrypted credit card transaction (Lankiewicz, 2022). The affiliate model was first implemented by PC Flowers Inc., founded in

1989 by William Tobin, connecting 25,000 florists and generating over USD 6 million in sales by 1991 with more than 2,700 partners (Aff 44, 2020). Subsequent innovations, including PizzaNet, Amazon Associates, eBay, and PayPal, initiated the global e-commerce era, fostering the growth of affiliate marketing (Lankiewicz, 2022).

In 2000, the U.S. Federal Trade Commission introduced the first affiliate marketing regulations, followed by the inaugural Affiliate Summit conference in 2003, dedicated to education and knowledge exchange (Telesh, 2023). Between 1996 and 2000, major affiliate platforms such as CJ Affiliate, ShareASale, and Rakuten Marketing emerged, offering complex affiliate campaigns.

Development of affiliate marketing in Poland

Affiliate marketing in Poland gained traction in e-commerce around the year 2000. In 2005, platforms such as Adkontekst, which aggregated popular publishing websites (Wirtualna Polska, Interia, Gazeta.pl), emerged (Ehandel, 2014, cited in Adkontekst). The implementation of legal regulations in online marketing in 2008 improved transparency and security in affiliate activities. Since 2010, social media has played an increasing role, and influencer marketing becoming a key component of affiliate strategy after 2015. The COVID-19 pandemic accelerated e-commerce growth, leading to the establishment of over 66,000 online stores in Poland (Mazurkiewicz, 2024), increasing interest in the affiliate model. Estimates suggest that affiliate marketing accounts for approximately 1% of the global market and is valued at around 1 billion PLN. The market exhibits industry diversification, with e-commerce, financial services, tourism, and recreation being dominant sectors. Affiliate marketing generates approximately 16% of online orders, contributing 8-10% of digital marketing revenues (WPBeginner, 2024).

The increasing interest in affiliate marketing aligns with technological advancements. In 2023, 30 million Poles used the Internet, with 79% making online purchases (Harbingers, 2024). Online shopping is also increasing among individuals over 50 years old (IAB, 2023; Gemius, 2023).

Research methodology

This study uses secondary data from industry reports, specialist portals, and academic publications. A detailed desk research analysis was conducted that included the following:

- financial performance assessments of businesses employing affiliate marketing and corresponding case studies,
- review of affiliate platform websites providing global and industry-specific market statistics,
- analysis of statistical reports, including data from Statista, Strategyand.pwc, IAB.org, and Interaktywnie.com,
- comparison of individual affiliate programs (e.g., Allegro Share, PP Ceneo, X-com, Empik, CCC) and data from affiliate networks (e.g., ceneo.pl, x-com.pl, awin.com, affiliate-program.amazon.pl, money2money.com),

- review of academic literature and industry case studies (Laudon & Traver, 2021; Dwivedi et al., 2017; WPBeginner, 2024; Harbingers, 2024).

These sources facilitated a comprehensive analysis of trends, market dynamics, and the impact of technology on affiliate marketing.

Research findings

Key market data and trends

Affiliate marketing is an integral component of e-commerce sales strategies. Industry research indicates that over 80% of digital brands implement affiliate programs (WPBeginner, 2024).

1. **Global Affiliate Market:** The global affiliate market is valued at approximately USD 21 billion, with an anticipated annual growth rate of 7.7% from 2024 to 2030. In 2022, US affiliate marketing expenditures reached USD 8.2 billion, accounting for roughly 40% of the global market. During the last decade, the sector has doubled in value, maintaining an average annual growth rate of 10-12% (Ławrowski, 2023, cited in Statista).
2. **E-Commerce Market:** In 2023, the global e-commerce market was valued at approximately USD 16 trillion, with projections indicating an increase to over USD 57 trillion by 2032 (Mirończuk, 2023). In Europe, online sales revenue is growing at an annual rate of 9-10%. In Poland, the e-commerce market is valued at approximately 140 billion PLN, a significant increase from 30 billion PLN in 2015. By 2028, this figure is expected to reach 192 billion PLN, reflecting the dynamic growth of the industry (Strategyand.pwc, 2024).
3. **Impact of Social Media:** Social media significantly influences purchasing decisions. Although it is not the primary sales channel, it affects brand perception: 75-80% of younger consumers rely on online reviews and recommendations when making purchase decisions (Stankowska, 2023). Consequently, social media serves as a crucial communication and promotional channel.

Analysis of affiliate platforms

Almost all marketplace platforms in Poland operate their own affiliate programs or collaborate with affiliate networks (Table 1). According to Admitad, e-commerce affiliate programs attracted 10% more publishers than in the previous year, with their earnings increasing by 49%, reflecting the growing significance of affiliate channels in marketplace strategies (PAP MediaRoom, 2024). Major Polish affiliate networks, such as Awin Polska, TradeTracker, and Convertiser, report an annual revenue growth of approximately 20%. For the largest Polish retailers, affiliate marketing revenues constitute around 15% of total e-commerce revenues².

² None of the analyzed retailers disclose affiliate revenue data in their reports; various values are presented by industry statistics (the provided value is an average derived from these sources).

Table 1. Selected Polish enterprises operating affiliate programs

Enterprise	Program	Financial Data 2023	Platform characteristics
Allegro Sp. z o.o.	Allegro Share: https://allegro.pl/programy-lojalnoscowe/allegro-share	<ul style="list-style-type: none"> – Total consolidated group revenue (Poland): PLN 77.951 billion, – Adjusted EBITDA (Poland): PLN 95 billion, 	<ul style="list-style-type: none"> – Number of buyers: 19 million, – Number of sellers: more than 140,000, – Number of products: several hundred million
Ceneo.pl Sp. z o.o.	Ceneo Affiliate Program: https://pp.ceneo.pl/	<ul style="list-style-type: none"> – GMV: 54.770 billion 	<ul style="list-style-type: none"> – Number of products offered: 15 million, – Number of users: 17 million
x-kom Sp. z o.o.	Sales Masters: https://salesmasters.x-kom.pl/	<ul style="list-style-type: none"> – Total revenue: PLN 2.88 billion 	<ul style="list-style-type: none"> – User commission value in 2023: over PLN 1 million, – Commission rates in the program: 1%, up to 20% for selected products, – Number of products: 30,000
Empik SA	https://www.empik.com/program-partnerski	<ul style="list-style-type: none"> – EBITDA: PLN 265 million, – Total sales value in e-commerce channels: over PLN 3 billion 	<ul style="list-style-type: none"> – Influencer program, – Settlement models: CPS, CPC, hybrid model, – Empik.com GMV: 28% YoY, – Ranked among the top 4 e-commerce platforms in Poland (number of users), – Marketplace (EmpikPlace) GMV: 54% YoY
CCC SA	https://ui.awin.com/merchant-profile/16072	<ul style="list-style-type: none"> – Total net sales revenue: PLN 9.44 billion, – EBIDTA: PLN 778.4 million 	<ul style="list-style-type: none"> – Number of e-commerce platforms within the CCC Group: approximately 90, – Collaboration platform: Awin

Source: Own elaboration based on data provided by (Bankier, 2024; BusinessInsider, 2024; Ceneo, 2024; Łuczak, 2024; WirtualnyWydawca, 2024; X-com.pl, 2024; Uryniuk, 2024)

Among the most popular affiliate programs in Poland are Leadstar, Admitad Store, Comperia Lead, Money2Money, Allegro Share, Ceneo Partner Program, My Lead, and Convertiser. The growth of affiliate marketing is driven by medium and large e-commerce enterprises. The leader of the domestic e-commerce market is Allegro, a platform and application with 19.3 million users in Q4 2023. Referral traffic accounted for 38% of online store visits, confirming the importance of traditional affiliate channels (Załęska, 2024; IAB, 2023). Polish enterprises operating affiliate programs diversify their remuneration models and leverage the synergy of

domestic reach, confirming the significant impact of these factors on program effectiveness. Financial outcomes, together with the number of users and products encompassed by these programs, underscore the dominant role of e-commerce in affiliate marketing and demonstrate that operational scale constitutes a critical determinant of competitiveness.

Foreign markets – comparative analysis

In the USA and Western Europe, global affiliate networks such as Amazon.com, Inc., CJ Affiliate, Awin AG, and Rakuten Group, Inc. dominate the market (Table 2).

Table 2. Affiliate platforms and partner programs in the USA, UK and Germany

Country	Dominant Affiliate Platforms	Largest Companies with Affiliate Programs	Dominant Industries
USA	Amazon Associates, CJ Affiliate (by Conversant), Rakuten Advertising, Awin	Shopify Inc., eBay Inc., Amazon.com, Inc., Walmart Inc., Apple Inc.	<ul style="list-style-type: none"> – E-commerce and retail (e.g., Walmart) – Technology and software – Finance – Lifestyle and health (including fitness, supplements)
Germany	Awin, Amazon, Vivnetworks	Zalando SE, Otto GmbH & Co KG, MediaMarktSaturn Retail Group, eBay Inc., Kaufland Ost-Europa Beteiligungs-GmbH	<ul style="list-style-type: none"> – E-commerce – Consumer electronics – Clothing and footwear – Finance (insurance, loans)
United Kingdom	Awin, CJ Affiliate, Rakuten Advertising	Amazon UK Services Ltd, ASOS.com Limited, John Lewis Partnership PLC	<ul style="list-style-type: none"> – Retail and fashion (ASOS, Next plc.) – Finance (credit cards, online banking) – Travel (Expedia Group, Inc., Booking.com)

Source: Own elaboration based on industry portal analysis

In 2023, the number of American electronic brands employing affiliate strategies increased by 11%, contributing to the revenue growth of publishers (Paszport do WS, 2023). In Western Europe, the market is dominated by the United Kingdom and Germany, with France, Italy and the Netherlands also exhibiting significant potential. The affiliate marketing model is similarly popular in Australia, Canada, Japan, and Brazil (Ławrowski, 2022). The largest affiliate networks collaborate with more than 100,000 entities, including Awin (15,000 advertisers and 100,000 publishers), CJ Affiliate (7,000 publishers), and Amazon Associates (more than 900,000 participants).

The most popular affiliate sectors include fashion (18.7% of the referral market), sports and outdoor activities (more than 14%), as well as health, travel, home furnishings, electronics, and education. Affiliate marketing accounts for approximately 16% of global e-commerce sales, reaching up to 25% for major brands (Ławrowski, 2022, citing Influencer Marketing Hub and AmNavigator). The largest platforms offer comprehensive 360-degree services, including performance-based settlements and brand awareness building (Łukianiuk, 2024). The affiliate marketing budget is estimated to constitute approximately 9% of online marketing expenditures. Global e-commerce retail sales exceeded USD 4.1 trillion in 2024, with an expected average annual growth rate of 9.5%, reaching an estimated USD 6.5 trillion by 2029 (van Gelder, 2024; Statista, 2024). The most popular global e-commerce platforms include Squarespace Online Stores, WooCommerce (6.1 million websites in 2023), and Shopify (4.1 million websites) (Builtwith, 2023a; Builtwith, 2023b; Cyrek, 2024). A comparative analysis of Poland's affiliate marketing market with leading foreign markets is presented in Table 3.

Table 3. Comparative characteristics of affiliate marketing markets

Affiliate Marketing	Poland	Western Europe and the USA
Market	Growing	Developed
	Primarily in e-commerce	A component of marketing strategies across multiple sectors
	High-level technological infrastructure and internet access. New technologies in the implementation phase	Technologically advanced. New technologies are revolutionizing affiliate campaigns
	Development of tracking technologies	Tracking technologies based on AI
	Growing competition. Small budgets	High competition. Large budgets
Dominant Compensation Models	Models based on CPA (Cost per Action) and CPC (Cost per Click). Payment method: primarily bank transfers	Compensation models vary by industry, including hybrid models like CPC, CPA, CPL, CPS. Preferred payment method: PayPal
Marketing Strategies	Personalized local campaigns	Based on automation, AI, Big Data. Using global affiliate tools (e.g., Google Ads, Amazon Associates)
Affiliate Platforms and Partner Programs	Numerous small and medium-sized affiliate networks – higher competition. Standardization of processes is difficult. Popular local platforms (e.g., webePartners,	Many global affiliate platforms, such as CJ Affiliate, Awin, or Rakuten, including industry-specific platforms

Affiliate Marketing	Poland	Western Europe and the USA
	Comperia Lead, Money2money, eBroker Partner) and affiliate programs (e.g., Allegro Share, PPCeneo, mBank). Smaller reach. Businesses often use international affiliate networks	
Legal Regulations	Growing requirements for personal data protection (RODO). E-commerce, advertising, consumer rights, and intellectual property laws apply, affecting market structure, user tracking, and content responsibility	In Western Europe, high data protection standards (GDPR). In the USA, regulations are less restrictive. CCPA (California Consumer Privacy Act) influences international marketing activities, requiring strategic adaptation
Industries and Advertising	E-commerce, fashion, beauty, sports, electronics, finance, tourism, less used in sectors like education, and insurance	E-commerce, fintech, tourism, health and beauty, education, insurance, and gaming. In Western Europe, there is a trend to recommend eco-friendly products
Costs	Lower customer acquisition costs and conversion rates	Higher conversion rates, higher customer acquisition costs
Communication	Dominated by social media communication (Facebook, Instagram)	Dominated by social media communication (TikTok, Instagram). In the USA, blogs are very popular. High participation in mobile activities
Consumer Behavior	High price sensitivity (affiliate programs utilize discounts, promo codes). High user sensitivity to recommendations. Popularity of price comparison websites. Growing role of influencer marketing	Higher level of consumerism and risk-taking tendencies, greater openness to new technologies, significant importance of brand positioning, and a major role of influencer marketing
Personalization and Sales Process Automation	More personalized recommendations and offers, implementation of AI technologies, and data-driven marketing	Data-driven marketing and artificial intelligence as the standard approach

Source: (AffNews.pl, 2024), own elaboration based on desk research of industry portals

Improvement in Poland's digital infrastructure favors the growth of affiliate marketing, although advanced technologies and their integration costs pose barriers to smaller enterprises. The adoption of hybrid remuneration models and alternative

payout systems may increase the attractiveness of affiliate programs. As the digital transformation progresses, affiliate marketing will consolidate its place within corporate strategies by refining attribution through interdisciplinary partner collaboration.

Regulatory and data security aspects

The significance of ethical considerations, social responsibility, and data security in affiliate marketing is continuously increasing:

1. **National Supervision and Regulations:** In Poland, the main regulatory body overseeing online commercial activities is the Office of Competition and Consumer Protection. Affiliate activities are subject to the Civil Code, the Personal Data Protection Act, and additional restrictions for specific industries. Affiliates must obtain consent for data processing and transparently inform users about cooperation principles and settlements. Affiliate agreements define collaboration terms, commissions, and brand usage regulations (Matula, 2024). Regulatory frameworks cover RODO (GDPR) compliance as well as advertising, e-commerce, consumer rights, and intellectual property laws. On 1 January 2023, amendments to the Consumer Rights Act and the Civil Code, implementing Directives 2019/2161 (“Dyrektywa Omnibus”), 2019/771, and 2019/770, came into effect (GrantThornton, 2023).
2. **International Regulations:** In the USA, affiliate marketing is regulated by the Federal Trade Commission (FTC), while in the European Union, in addition to national regulations, GDPR imposes strict data collection and processing rules (AffPact, 2023).
3. **Data Security:** With the increasing awareness of privacy and emerging abuses, affiliate entities must implement technologies that ensure data security, such as blockchain and GDPR-compliant procedures (AffPact, 2023).
4. **Guidelines for Entrepreneurs:** Businesses should expand their knowledge of affiliate marketing through independent reports, expert publications, and legal advisory services specializing in this sector.

Digital communication and technologies supporting affiliate marketing

Advertising in Social Media and Digital Communication: The Internet hosts more than 5 billion users, with 4.7 billion actively using social media. Global social media advertising expenditures amounted to approximately USD 207 billion in 2023, with projections reaching USD 247 billion by 2027 (Cyrek, 2024, citing Statista, 2024). Users spend an average of 2.5 hours daily on social platforms, engaging with brand-related content (49.5%) and listening to podcasts (23.4%) (Polewko, 2022; Polewko, 2023). In Poland, 88% of Internet users access the Web and 66.3% use social media, with Facebook being the most popular platform. Affiliate communication channels also include social commerce, mobile applications, email marketing, SMS, Google Ads campaigns, sponsored advertisements, webinars, and video marketing. These trends facilitate precise budget allocation within omnichannel strategies. The development of cooperation models and technologies positions Poland as an attractive

market for affiliate investments (AffNews, 2024). In 2023, digital communication accounted for 53% of the advertising budget, reaching nearly 7.8 billion PLN, underscoring the effectiveness of the Internet as an advertising medium (Kolenda, 2024; IAB, 2023).

Advanced Technologies in Affiliate Marketing: Large Polish enterprises follow global trends by implementing advanced but costly solutions, while smaller entities with limited budgets often lag behind. Technologies such as generative AI, Big Data, machine learning (ML) and blockchain are revolutionizing affiliate marketing. Advanced analytics tools enable consumer behavior tracking, precise targeting, real-time campaign automation, and optimization. Advertising platforms (e.g., Google Ads, Facebook Ads) and analytical tools (e.g., Google Analytics) support business intelligence and trend forecasting, allowing market adaptation (Kozłowski, 2023; CubeGroup, 2024).

Cookies: A significant event for the affiliate market was Google's LLC decision to halt the elimination of third-party cookies, which were used to track online user behavior. While intended to enhance user privacy, this move raised concerns in the advertising industry regarding reduced digital ad effectiveness and revenue. Privacy-centric alternatives, such as Google API Privacy Sandbox, are being developed to comply with new regulations (Sawicki, 2024).

Conclusion

An analysis of secondary data and literature suggests that affiliate marketing is a dynamically evolving and increasingly significant component of marketing strategies in Poland and globally.

1. **Growth and Dynamics of the Market:** The global affiliate and e-commerce markets have been experiencing long-term growth, offering small and medium-sized enterprises (SMEs) in the e-commerce sector opportunities to increase online sales with minimal investment risk. 31% of publishers consider affiliate marketing to be one of their primary sources of revenue (Interaktywnie, 2023; cited in Kinsta).
2. **Affiliate Marketing in Poland:** Polish affiliate platforms provide partners with a wide range of tools supporting effective marketing activities in industries such as e-commerce, finance, travel, and gaming. The increasing share of e-commerce in total retail sales outlines promising prospects for affiliate marketing.
3. **Development Directions:** Emerging shopping habits, including the growing popularity of mobile commerce and the expansion of influencer marketing as a key strategic component for many brands, necessitate the optimization of sales strategies (Niemczyk, 2024; IAB, 2023). Niche markets are also expanding. Conversion metrics such as registrations, downloads, and sales have demonstrated double-digit growth since 2023 (King, 2024; eMarketer, 2024). Global trends indicate increasing investments in digital channels, including social media, mobile content, and online video, which contribute to brand awareness and long-term customer relationships.

4. **The Role of Technology:** The implementation of AI, ML, Big Data, and block-chain significantly enhances the effectiveness and security of affiliate marketing campaigns. Process automation, precise targeting, and advanced analytics enable the optimization of marketing strategies, becoming critical competitive factors for businesses (eMarketer, 2024).
5. **Regulatory and Legal Aspects:** Compliance with regulations, including RODO and local legislation, is fundamental to building trust among partners and consumers. Transparency in affiliate activities, ongoing education, and continuous market monitoring are essential to mitigate the risks associated with fraudulent practices.
6. **Recommendations for Businesses:**
 - Expand market knowledge by utilizing independent reports and expert analyses.
 - Invest in modern technologies that support campaign automation and personalization.
 - Ensure transparency and compliance with applicable legal regulations to foster trust among customers and partners.
 - Monitor trends such as the evolution of influencer marketing, subscription-based affiliate models, new communication channels (e.g., metaverse, Web3), and B2B partnerships based on technological collaborations to quickly adapt to changing market conditions.
 - Implement innovations that enhance brand visibility and generate additional revenue streams.
7. **Recommendations for Addressing Research Gaps in the Affiliate Marketing Market:**
 - Standardizing data collection methodologies and secondary data analysis – developing unified procedures, tools, and terminology to facilitate the comparison of industry research results and measure the effectiveness of affiliate marketing activities.
 - Adopting an interdisciplinary research approach – combining quantitative and qualitative methods to comprehensively assess challenges, barriers, and benefits of affiliate marketing.
 - Conducting empirical studies on the effectiveness of the affiliate model in sectors characterized by a high degree of market fragmentation.

Rapid technological advancement, evolving consumer purchasing trends, and intensifying digital competition indicate that affiliate marketing is poised to become an indispensable component of corporate marketing strategies. Companies should integrate affiliate initiatives, leveraging low entry costs and advanced technologies to enhance brand visibility, generate incremental revenue, and build long-term customer relationships. Market saturation with personalized offers has led to user fatigue and declining engagement, necessitating the provision of more valuable, engaging content and the exploration of underexploited domains, such as social campaigns, public health, sustainability, non-profit organizations, and sponsorship to align business objectives with social responsibility. The implementation of these

initiatives requires credible messaging, transparency, and responsible partner selection to preserve the primacy of pro-social goals, as well as the effectiveness and competitiveness of the undertaken activities.

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ROZWÓJ I PRZYSZŁOŚĆ RYNKU MARKETINGU AFILIACYJNEGO W POLSCE

Streszczenie: Wraz z egalitaryzacją Internetu i postępem technologii cyfrowych nastąpił intensywny rozwój digital marketingu i powiązanego z nim marketingu afiliacyjnego. Afiliacja jako efektywna forma wspierania sprzedaży zyskała popularność towarzysząc rozpropagowaniu handlu elektronicznego. Większość polskich rozpoznawalnych marek w e-commerce prowadzi samodzielnie programy partnerskie lub współpracuje w tym zakresie z platformami afiliacyjnymi, a marketing afiliacyjny coraz częściej staje się elementem strategii marketingowych polskich przedsiębiorstw. W artykule przeanalizowano wybrane aspekty rynku marketingu afiliacyjnego w Polsce na tle wiodących rynków zagranicznych z uwzględnieniem najnowszych trendów, technologii i praktyk. Celem pracy jest

przegląd zastosowań, ocena znaczenia i dynamiki rozwoju tego modelu marketingu w polskiej praktyce biznesowej oraz identyfikacja kluczowych czynników wpływających na opłacalność i konkurencyjność działań. W artykule wykorzystano metody badawcze oparte na narracyjnej analizie literatury przedmiotu obejmującej przegląd publikacji branżowych i naukowych. Wykorzystano m.in. raporty branżowe i analizy rynku. Przeprowadzono analizę desk research obejmującą wyniki finansowe raportowane przez wybrane (uwzględniające w swojej strategii marketingowej działania afiliacyjne) przedsiębiorstwa oraz ich case study. Dokonano przeglądu witryn internetowych wybranych platform afiliacyjnych.

Słowa kluczowe: marketing afiliacyjny, marketing cyfrowy, rynek marketingu, strategie marketingowe

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