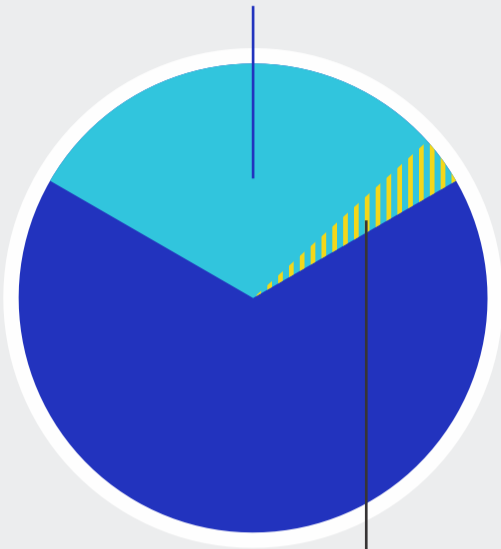


# Why launch an affiliate program now?

1/3 of brands rank affiliate marketing as one of their top 3 revenue generators



and 10% consider it their number 1 source of revenue



The average ROAS for affiliate programs using Mosaic is

**10X**



**4X**



Instagram  
**2.8X**



TikTok  
**2.5X**



Google Ads  
**2X**

## Affiliate marketing drives

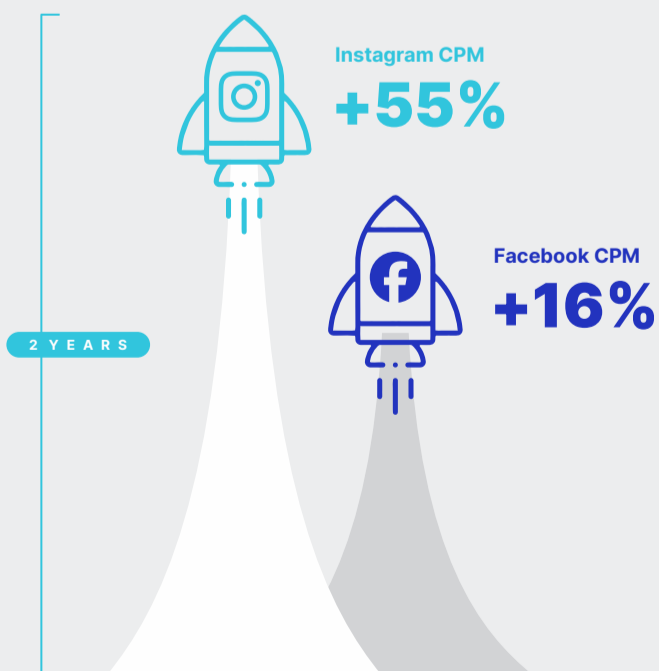


of e-commerce sales



of sales through digital channels

Advertising prices for other digital channels are increasing rapidly, over the past 2 years:



Mosaic affiliates' conversion rates are

**3X higher**

than Instagram

